

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## **BEST AVAILABLE IMAGES**

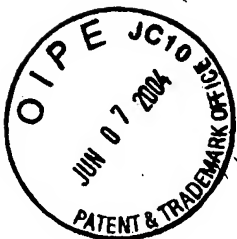
Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- ① BLACK BORDERS
  - TEXT CUT OFF AT TOP, BOTTOM OR SIDES
  - FADED TEXT
  - ILLEGIBLE TEXT
  - SKEWED/SLANTED IMAGES
  - COLORED PHOTOS
- ① BLACK OR VERY BLACK AND WHITE DARK PHOTOS
  - GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**



174/939

**Brandkey**  
■ ■ ■ ■ ■  
systems

Version 4.3

© 2003 Brandkey Systems Corporation  
BKS Networks, Inc.

FIG. 44A1



Install Product-Specific Virtual Kiosks

Select Virtual Kiosk | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Control Panel for Installing Product-Specific Virtual Kiosks

Standard Demonstration Mode

Download Virtual Kiosk Tag

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Installation Files have been prepared for the selected Product-Specific Virtual Kiosks. These Product-Specific Virtual Kiosks are Launchable from the following Environments.

| Launch Environment               | Selected |               |
|----------------------------------|----------|---------------|
| HTML-Encoded Brandkey(TM) Button | ✓        | Download Tags |
| HTML-Encoded Document            | X        | Download Tags |
| HTML-Encoded Image               | ✓        | Download Tags |
| HTML-Encoded Desktop Icon        | ✓        | Download Tags |

705/939

FIG. 506  
FIG. 49A

706/939

BRAVO X



FIG. 50 D1

PS-VIK

FIG. 49A1



707/939

BRAND X

CONAIR

CONAIR

All Products 20% OFF

Buy a Special Gift For Mom

Replay Promo ►► Skip Promo ►

00:00/00:00

► Mother's Day Sale ... All Products 20% OFF May 2-12

BRAND X

FIG. 50D2

FIG. 49A2

BRAND X 708/939

CONAIR

CONAIR

BRAND X

**Contest: What Conair did for me!**

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



Send in your picture and win a gift!

Replay Promo ▶▶ Skip Promo ▶▶ 00:00/00:00

▶ Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50 D3

fig. 49 A3

709/939

BRAND X



BRAND X

BRAND X

FIG. 50D4  
FIG. 49A4

710/939

BRAND X

BRAND X



[PRODUCTS](#)[MARKET PLACE](#)[CUSTOMER CARE](#)

[Home](#)[Site Map](#)[Contact Us](#)[Feedback](#)

**Ion Shine**  
Model 1481



**Ion Shine Hair Dryer**  
Currently in stock.  
Typically ships within 24 hours.  
Item# CON 1481 **20% OFF**  
Price: \$ 29.99  
Promo price: \$ 23.99  
[Add to Cart](#) [Email a Friend](#)  
**Features:**

- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

[Replay Ad >>](#) [Skip Ad >](#)

00:00/00:00

**PRE-PURCHASE LINKS**

[APRIL'S SECRET HAIR CARE](#) 

[Hair Conditioner](#) 

[Shampooing](#) 

**POST-PURCHASE LINKS**

[Swingline](#) 

[Hardwear Extensions](#) 

[Avalon Hair Care Oil Care](#) 

[Shop Online](#)

★★★★★

RATING **5** 

[Vote](#) [Search](#)

BRAND X

FIG. 50D5

FIG. 49A5

Control Panel for Installing Service-Specific Virtual Kiosks



Install Service-Specific Virtual Kiosks  
Select Virtual Kiosk License/Agreement Installation Location Information Download Virtual Kiosk Tag

Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: DISNEY BRANDY | Client Account No: 7145001 | User Name: John Smith

The setup files for the selected Service-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Specific Virtual Kiosk(s) that are Launchable from the following environments.

| Launch Environment         | Selected |                 |
|----------------------------|----------|-----------------|
| HTML-Embedded Default Logo | ✓        | Download Kiosks |
| HTML-Embedded Document     | x        | Download Kiosks |
| HTML-Encoded Image         | ✓        | Download Kiosks |
| HTML-Encoded Desktop Icon  | ✓        | Download Kiosks |

717/939

FIG. 50F6  
FIG. 49B

718/93d

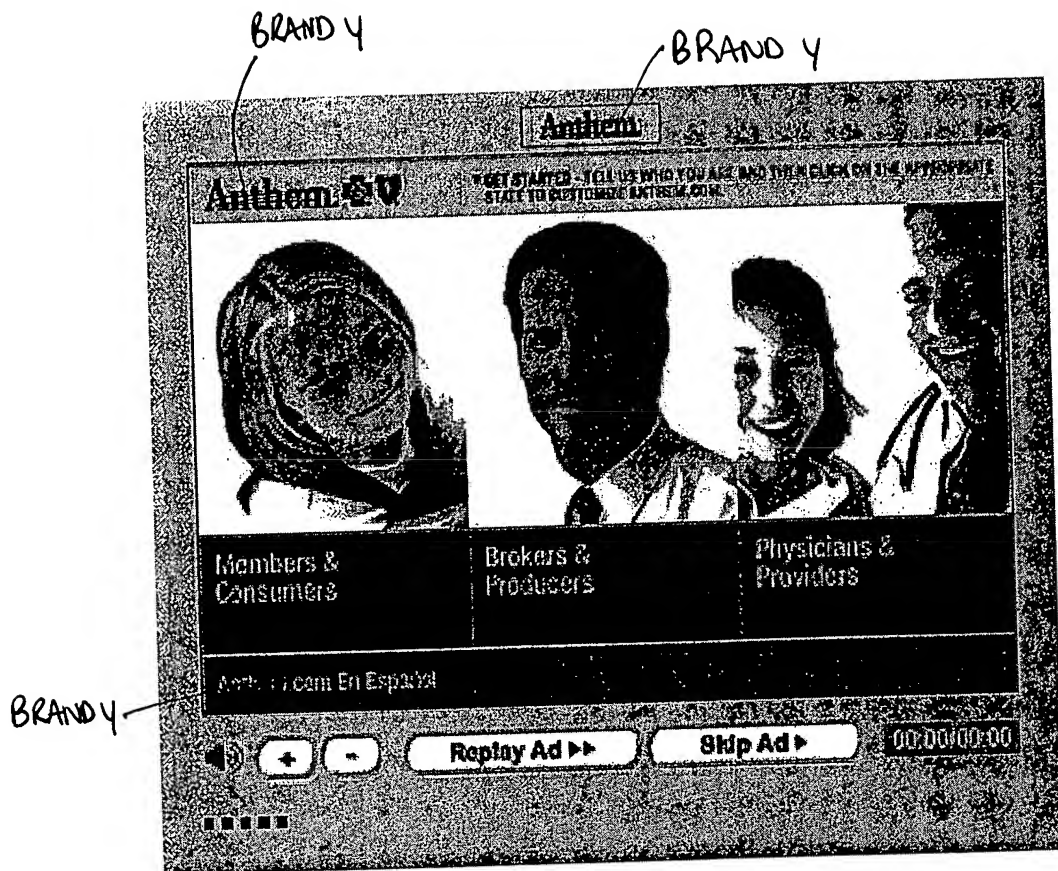


FIG. 50G1

PS-VK  
5a-VK

FIG. 49B1

719/939

BRAND Y

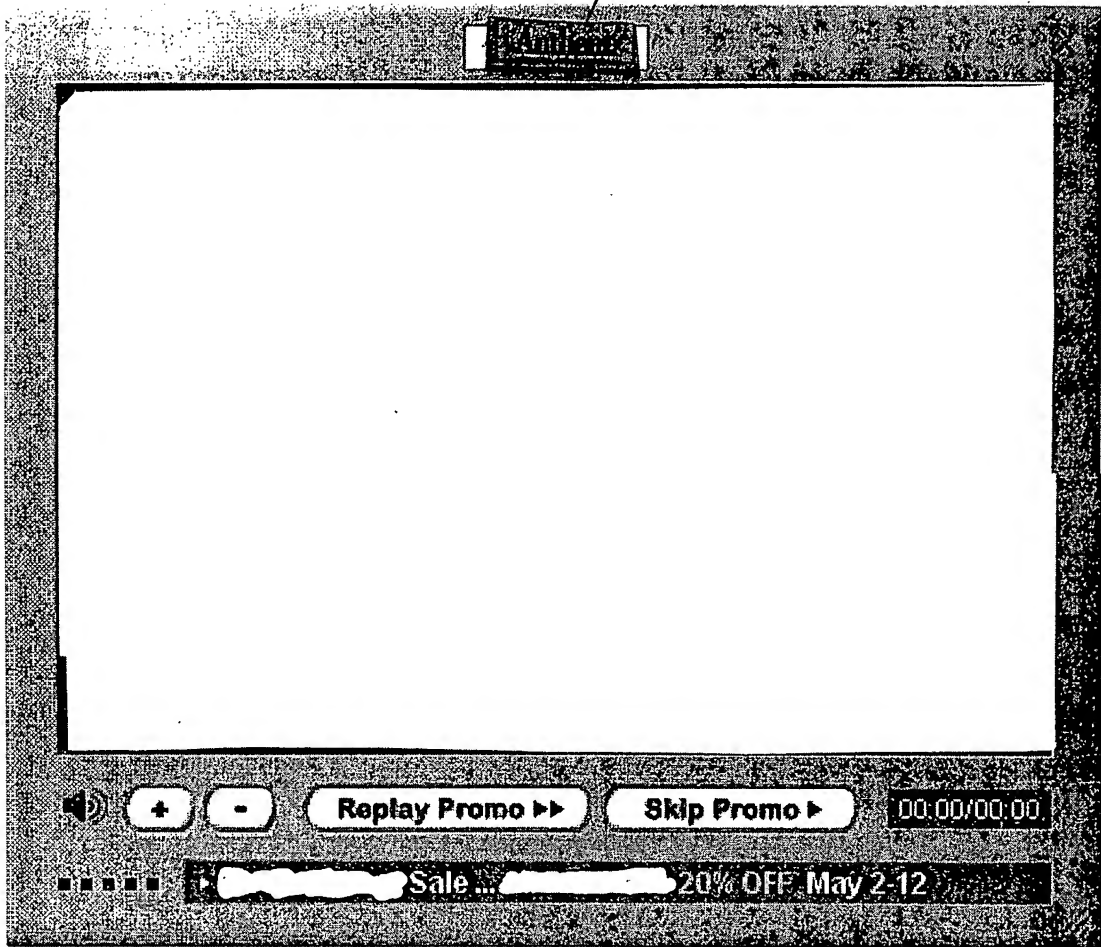


FIG. 50G2

FIG. 49B2



720/939

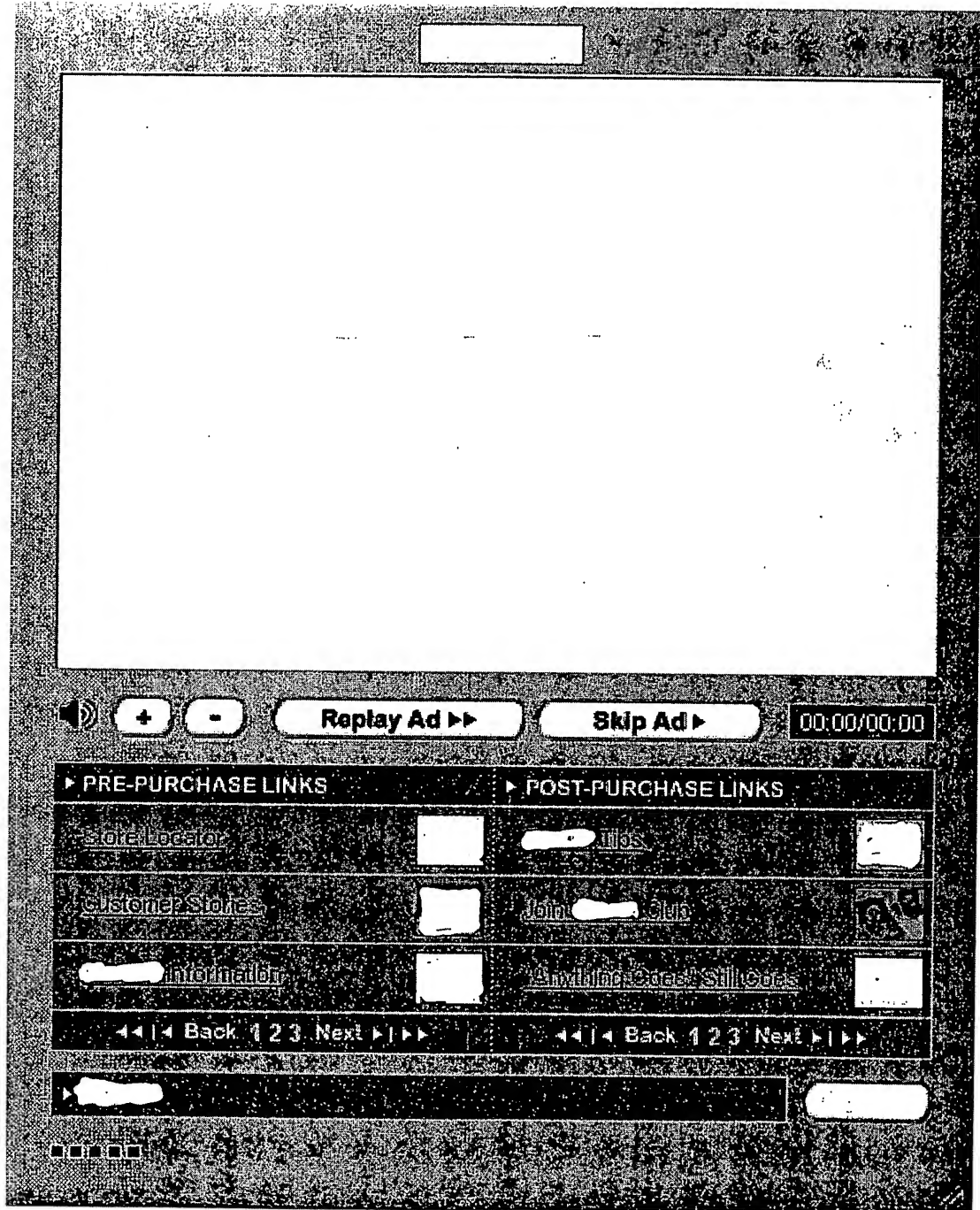


FIG. 50G3 FIG. 49B3





Install Vendor-Specific Virtual Kiosks

Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: BONEY BRAVO X | Client Account No: 7145001 | User Name: John Smith

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.

| Launch Environment         | Selected |                 |
|----------------------------|----------|-----------------|
| HTML-Embedded Default Logo | ✓        | Download Kiosks |
| HTML-Embedded Document     | X        | Download Kiosks |
| HTML-Encoded Image         | ✓        | Download Kiosks |
| HTML-Encoded Desktop Icon  | ✓        | Download Kiosks |

727/939

FIG. 50E-6 FIG. 49C

720/939

BRAND X



FIG. 5051

VS-VK

FIG. 49C1



FIG. 50J2

FIG. 49C2

735/939

BRAND X

BRAND X

CONAIR

CONAIR

BRAND X

## Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a <sup>BRAND X</sup> Conair hair care appliance and you could win a prize!



Send in your picture and win a gift!



Replay Promo >>

Skip Promo >

00:00/00:00

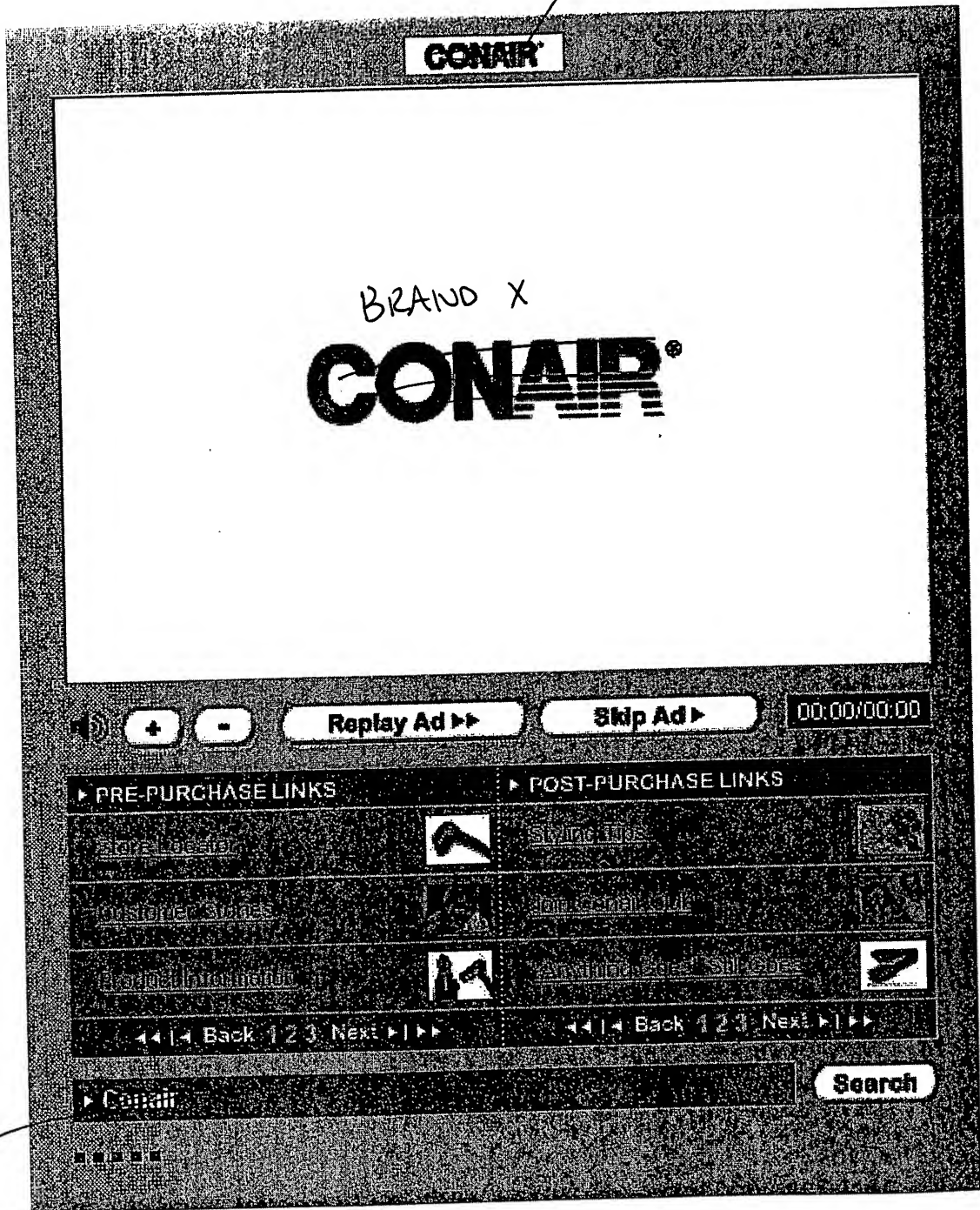
Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J 3

FIG. 49C 3

731/939

BRAND X



BRAND  
X

FIG. 50F4

FIG. 49C4

BRAND X

732/939

BRAND X

BRAND X

BRAND X

BRAND X

PRODUCTS

MARKETPLACE

LIFESTYLE

Join Conair Club

Styling Tips

Customer Stories

Featured Contest

Featured Links

[Conair's new hair care line](#)  
[Conair's new hair care line](#)  
[Conair's new hair care line](#)  
[Conair's new hair care line](#)

Customer Stories

My husband has been using his hot roller machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

[Read Story](#)

+

-

Replay Ad >>

Skip Ad >

00:00/00:00

PRE-PURCHASE LINKS

POST-PURCHASE LINKS

[About Us](#)

[Contact Us](#)

[Customer Service](#)

[Join Conair Club](#)

[Product Information](#)

[Available Online](#)

Back

1 2 3

Next

Back

1 2 3

Next

Customer Stories

★★★★★

RATING 5

Vote

Search

FIG 50 J5

FIG. 49 C5



BRAND X

BRAND  
X.

BRAND  
X)

— BRAND  
X

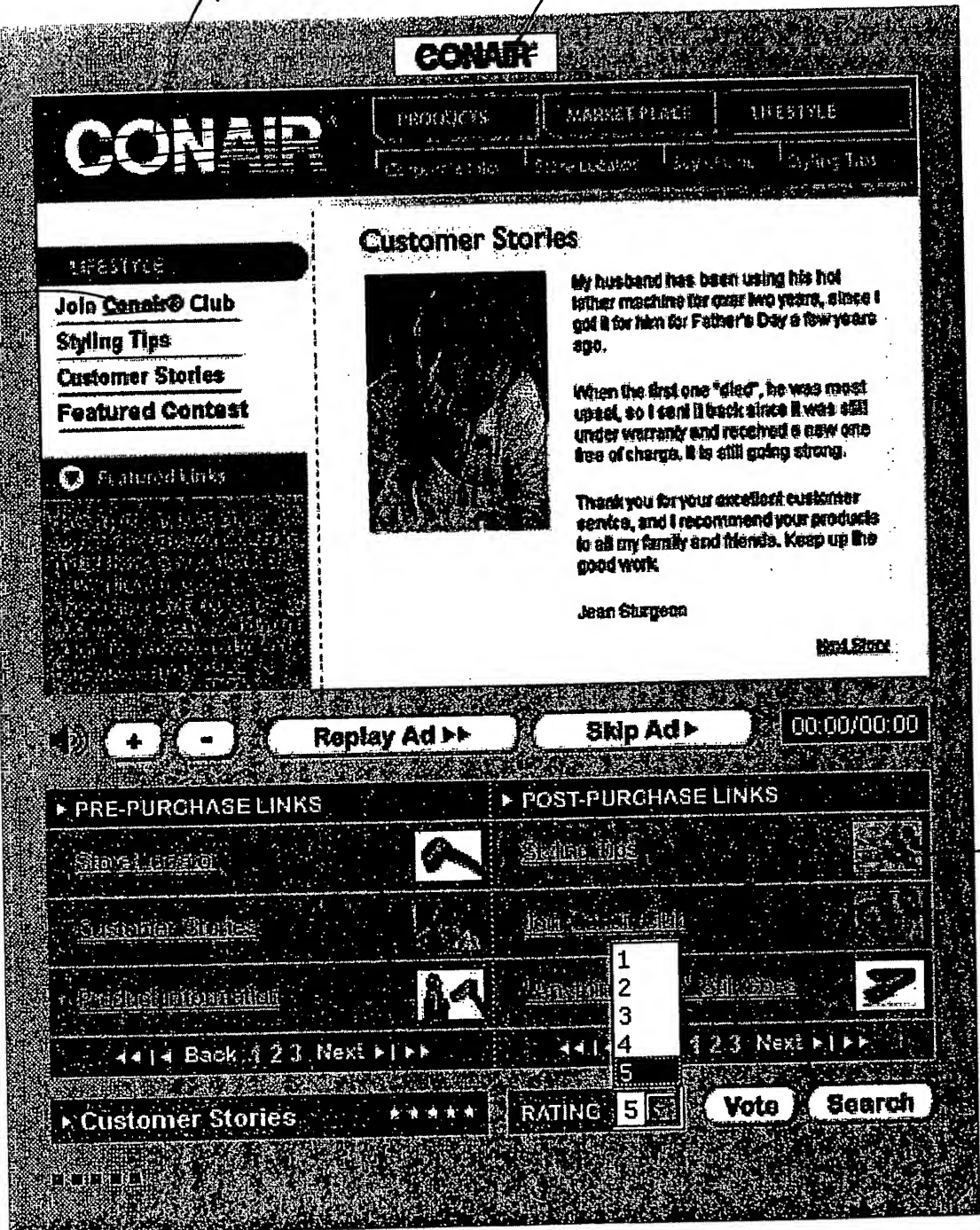


FIG. 49C U  
~~FIG. 50J6~~

734/939

BRAND X

BRAND X

BRAND  
X

BRAND  
X

The image is a screenshot of the CONAIR website. At the top, the CONAIR logo is prominently displayed. Below the logo, there are navigation tabs for PRODUCTS, MARKETPLACE, and LIFESTYLE. Under the LIFESTYLE tab, there are links for Join Conair Club, Styling Tips, Customer Stories, and Featured Contest. A sidebar on the left contains a 'Featured Links' section. The main content area features a 'Customer Stories' section with a photo of a woman and text about her experience with a hair dryer. Below this is a video player with controls for 'Replay Ad' and 'Skip Ad', and a timestamp of 00:00/00:00. At the bottom, there is a 'PRODUCT SEARCH' section with a search bar and a dropdown menu for 'By: Universal Product Number'. The search bar contains the text 'Search For:' and the dropdown menu is set to 'Universal Product Number'. A 'Search' button is located to the right of the search bar.

CONAIR

PRODUCTS MARKETPLACE LIFESTYLE

Join Conair Club  
Styling Tips  
Customer Stories  
Featured Contest

Featured Links

### Customer Stories

My husband has been using his hot  
towel machine for over two years, since I  
got it for him for Father's Day a few years  
ago.

When the first one "died", he was most  
upset, so I sent it back since it was still  
under warranty and received a new one  
free of charge. It is still going strong.

Thank you for your excellent customer  
service, and I recommend your products  
to all my family and friends. Keep up the  
good work.

Jean Surgeon

Read More

Replay Ad Skip Ad 00:00/00:00

### PRODUCT SEARCH

Enter your search criteria (text or image) Select the brand or search  
parameters from the dropdowns, and then click Search.

Search For:

By:

fig. 49C7  
FIG. 50J7





BRAND X



# CONAIR

|                      |                               |                     |
|----------------------|-------------------------------|---------------------|
| <b>PRODUCTS</b>      | <b>MARKET PLACE</b>           | <b>LIFESTYLE</b>    |
| <b>Carefree Hair</b> | <b>Tools &amp; Appliances</b> | <b>Styling Tips</b> |

**LIFESTYLE**


- [Join Conair Club](#)
- [Styling Tips](#)
- [Customer Stories](#)
- [Featured Contest](#)

---

**Featured Links**

- [Conair Club](#)
- [Conair Carefree](#)
- [Conair Tools](#)
- [Conair Styling](#)
- [Conair Products](#)
- [Conair Services](#)

## Customer Stories



My husband has been using his hot leather machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work!

Jean Sturgeon

[Read Story](#)

⏮ + - ⏭
Replay Ad ▶▶
Skip Ad ▶▶
00:00/00:00

| UPN           | TRADE MARK | PRODUCT DESCRIPTION             | PRODUCT NAME                   |
|---------------|------------|---------------------------------|--------------------------------|
| 113H567890123 | Conair     | The Master Flex® Hot Hair Dryer | Conair, Inc.<br>P.O. Box 11375 |
| 113H567890123 | Conair     | Super Quick™ Hair Dryer         | Conair, Inc.<br>P.O. Box 11375 |
| 113H567890123 | Conair     | Hot Shine Hair Dryer            | Conair, Inc.<br>P.O. Box 11375 |

[<<](#)
[<](#)
Back
 1 2 3 4 5
 Next
 [>](#)
[>>](#)

Search

BRAND Y

BRAND X

BRAND X

BRAND X

BRAND X

BRAND X

FIG 49C9  
~~FIG 5059~~

737/939

BRAND X

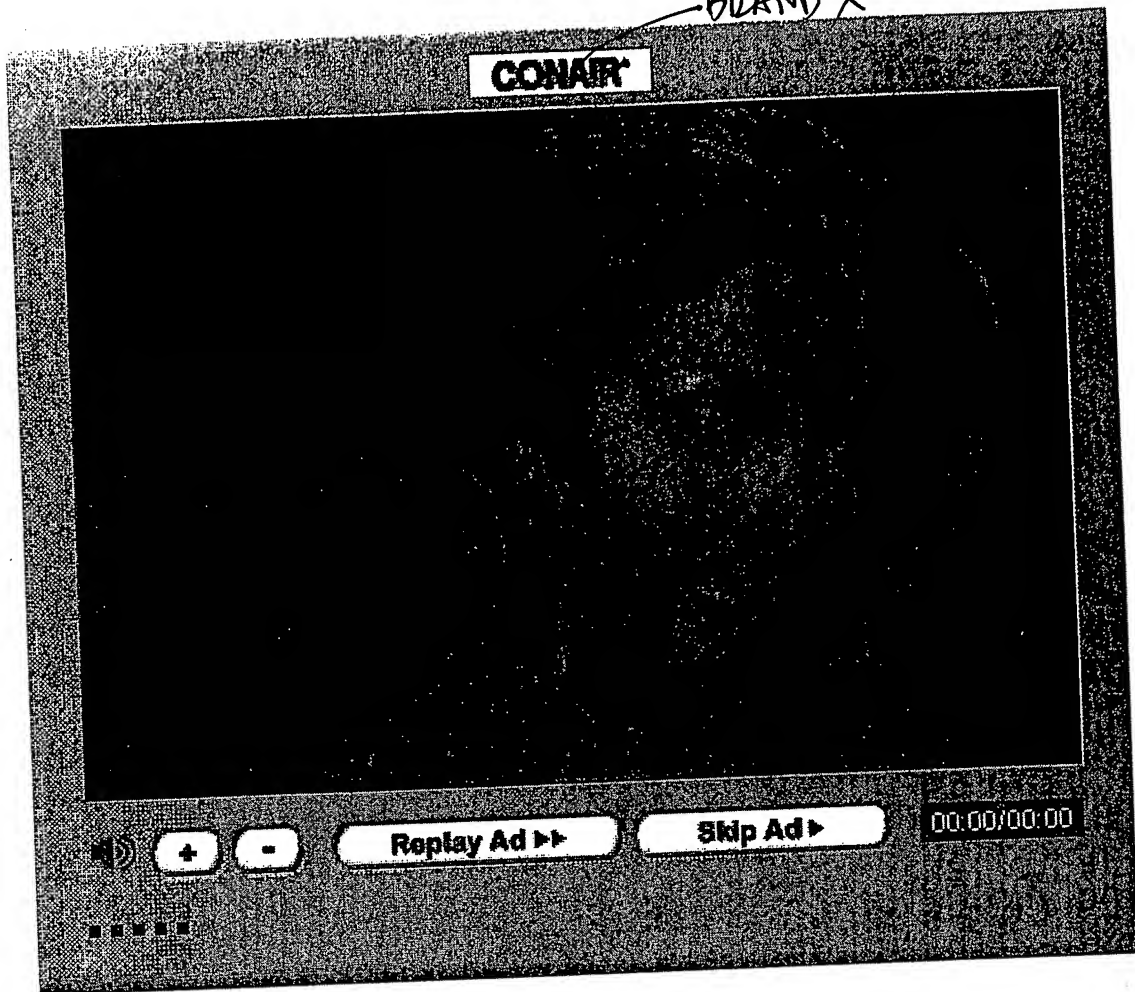


FIG 49C10  
~~FIG. 50510~~

730/939

CONAIR

BRAND X

BRAND X

CONAIR®



Replay Ad >>

Skip Ad >

00:00/00:00

PRE-PURCHASE LINKS

POST-PURCHASE LINKS

Learn more about us



Sign up



Get a demo



Remove attachments



Watch video



View the new collection



<< Back 1 2 3 Next >>

<< Back 1 2 3 Next >>

Conair Ion Shine Hairdryer

Results

Search

FIG. 50 J11

FIG. 49A111  
49C11

739/939

BRAND X

BRAND X

CONAIR

PRODUCTS

MARKET PLACE

CUSTOMER CARE

COMPANY INFO

STORE LOCATOR

ABOUT US

ADVERTISING

Ion Shine  
Model 1461

BRAND X



Ion Shine Hair Dryer

Currently in stock.  
Typically ships within 24 hours.

Item# CON1461 20% OFF

Price: \$ 29.99

Promo price: \$ 23.99

Add to Cart

Email a Friend

Features:

- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

PRE-PURCHASE LINKS

View the Conair website for more info

Read the manual

Check the price

POST-PURCHASE LINKS

Sign up for newsletter

Read the user manual

View the product page

Back 1 2 3 Next

Back 1 2 3 Next

Shop Online

★★★★★

RATING 5

Vote

Search

BRAND X

FIG. 50 F 12

FIG. 49 C 12

Control Panel for Installing Service-Provider-Specific Virtual Kiosks



Install Service-Provider-Specific Virtual Kiosks  
 Select Virtual Kiosks | **License Agreement** | Installation Location Information | Download Virtual Kiosk Tag

### Standard Demonstration Mode

**Download Virtual Kiosk Tags**

Client Account: **DISNEY BRAND** | Client Account No: 7145001 | User Name: John Smith

The setup files for the following Service-Provider-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Provider-Specific Virtual Kiosk(s) that are Launchable from the following environments.

| Launch Environment         | Selected |                 |
|----------------------------|----------|-----------------|
| HTML-Embedded Default Logo | ✓        | Download Kiosks |
| HTML-Embedded Document     | X        | Download Kiosks |
| HTML-Encoded Image         | ✓        | Download Kiosks |
| HTML-Encoded Desktop Icon  | ✓        | Download Kiosks |

746/939

FIG. 49D  
 FIG. 50L6



747/939

BRAND Y

BRAND Y

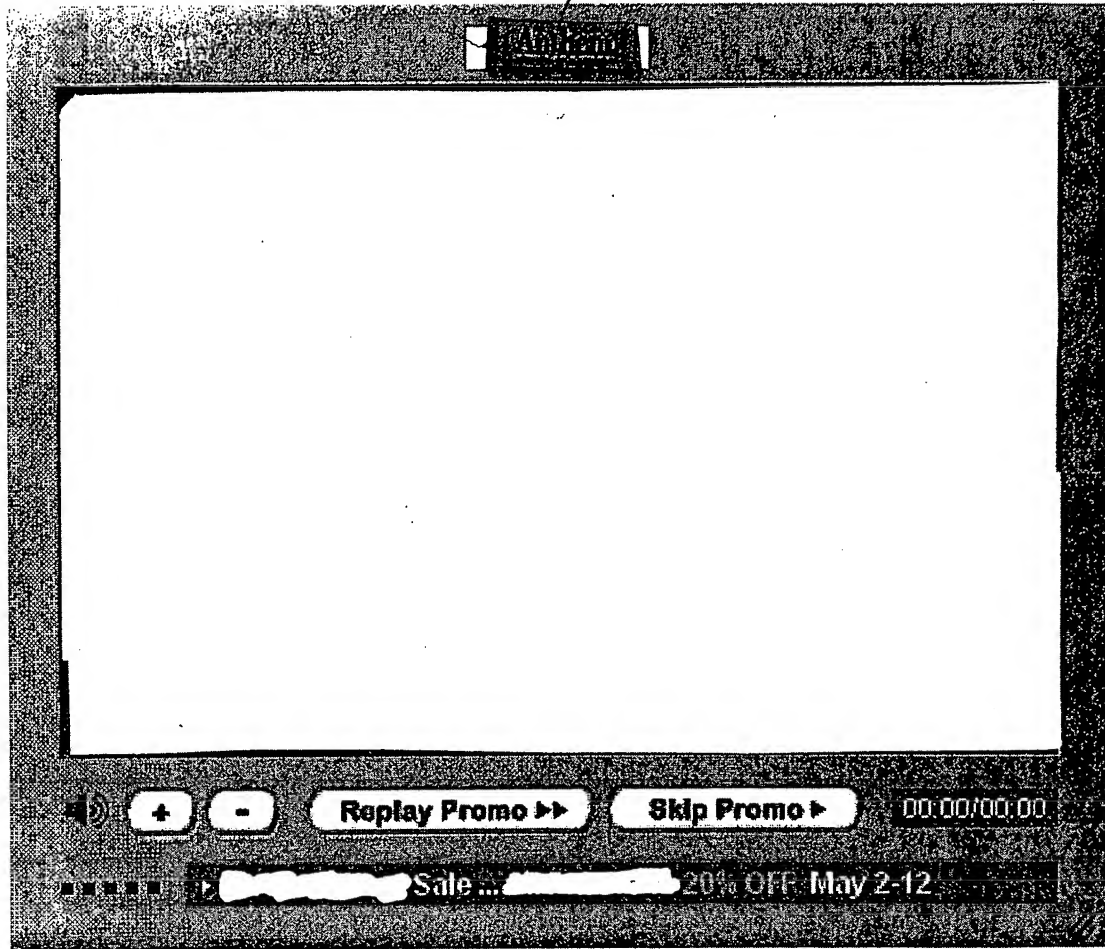
BRAND Y



KG. 49E1

748/939

BRAND Y



~~FIG. 506Z~~

FIG. 49EZ



749/939

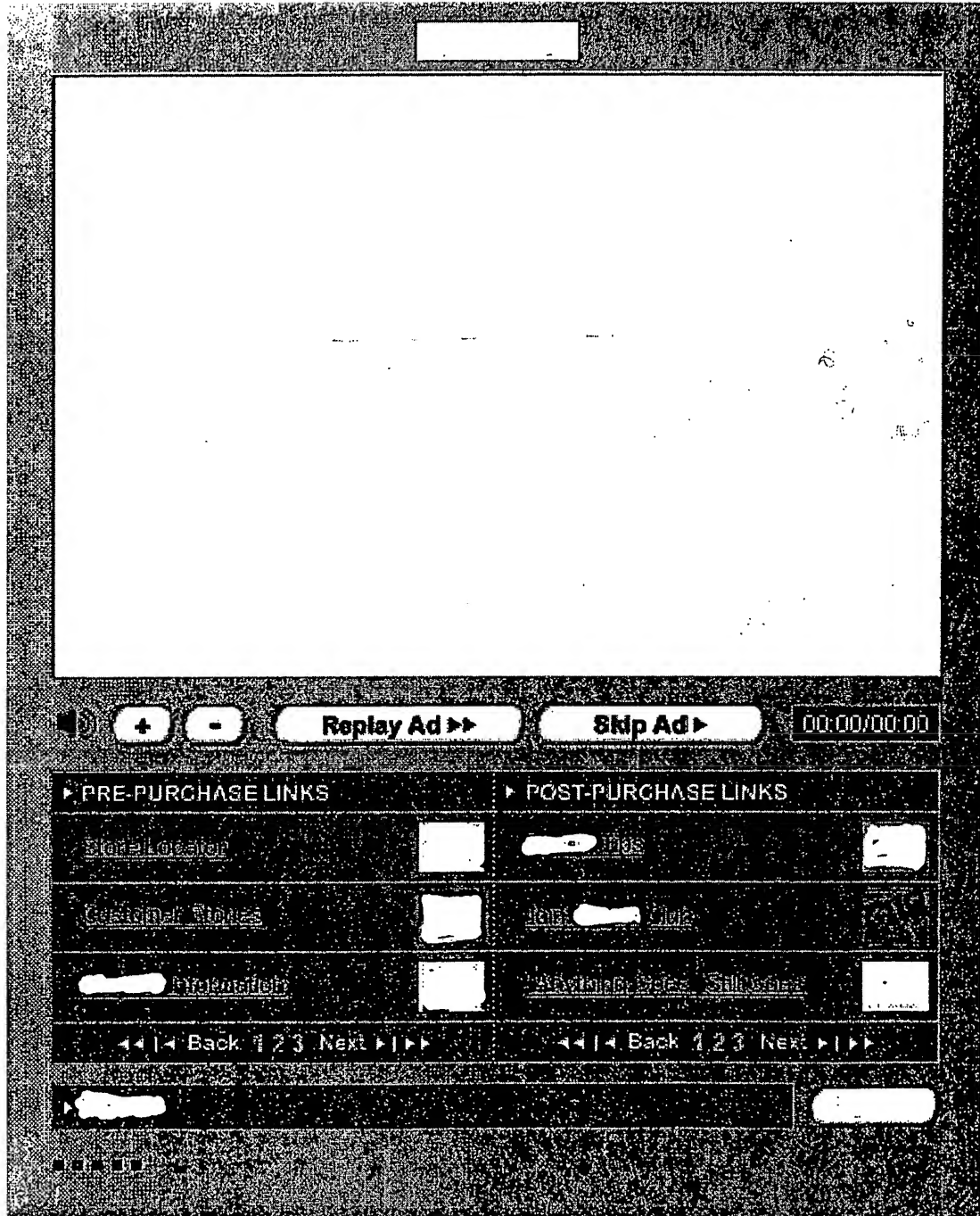


FIG 50G3 FIG. 49E3

755/939

BRAND Y

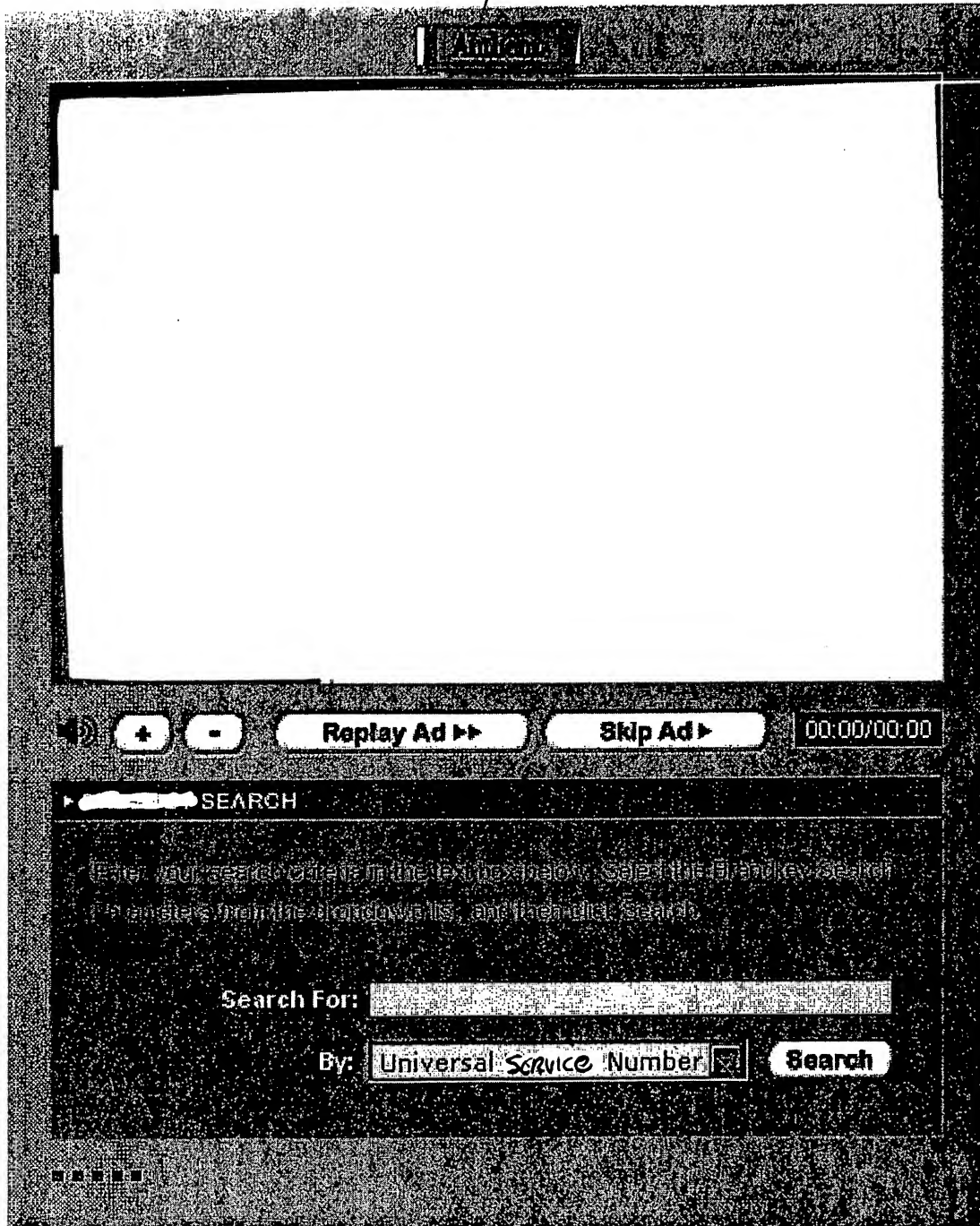


FIG. 49E4  
FIG. 50G4

Brandkey<sup>™</sup>

.....deliver

Install Retailer-Specific Virtual Kiosks

Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Download Virtual Kiosk Tags

Client Account: DISNEY BRAND X | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

The setup files for the selected Retailer-Specific Virtual Kiosk(s) have been prepared. You have selected Retailer-Specific Virtual Kiosk(s) that are Launchable from the following environments.

| Launch Environment         | Selected                   |
|----------------------------|----------------------------|
| HTML-Embedded Default Logo | ✓ <div>Download Tags</div> |
| HTML-Embedded Document     | X <div>Download Tags</div> |
| HTML-Encoded Image         | ✓ <div>Download Tags</div> |
| HTML-Encoded Desktop Icon  | ✓ <div>Download Tags</div> |

757/939

Fig. 49F  
~~FIG. 50Q6~~

[http://www.brandkeysystems.com/bk\\_deliver/m\\_install\\_retailer-6.html](http://www.brandkeysystems.com/bk_deliver/m_install_retailer-6.html)

5/7/2003

758/939

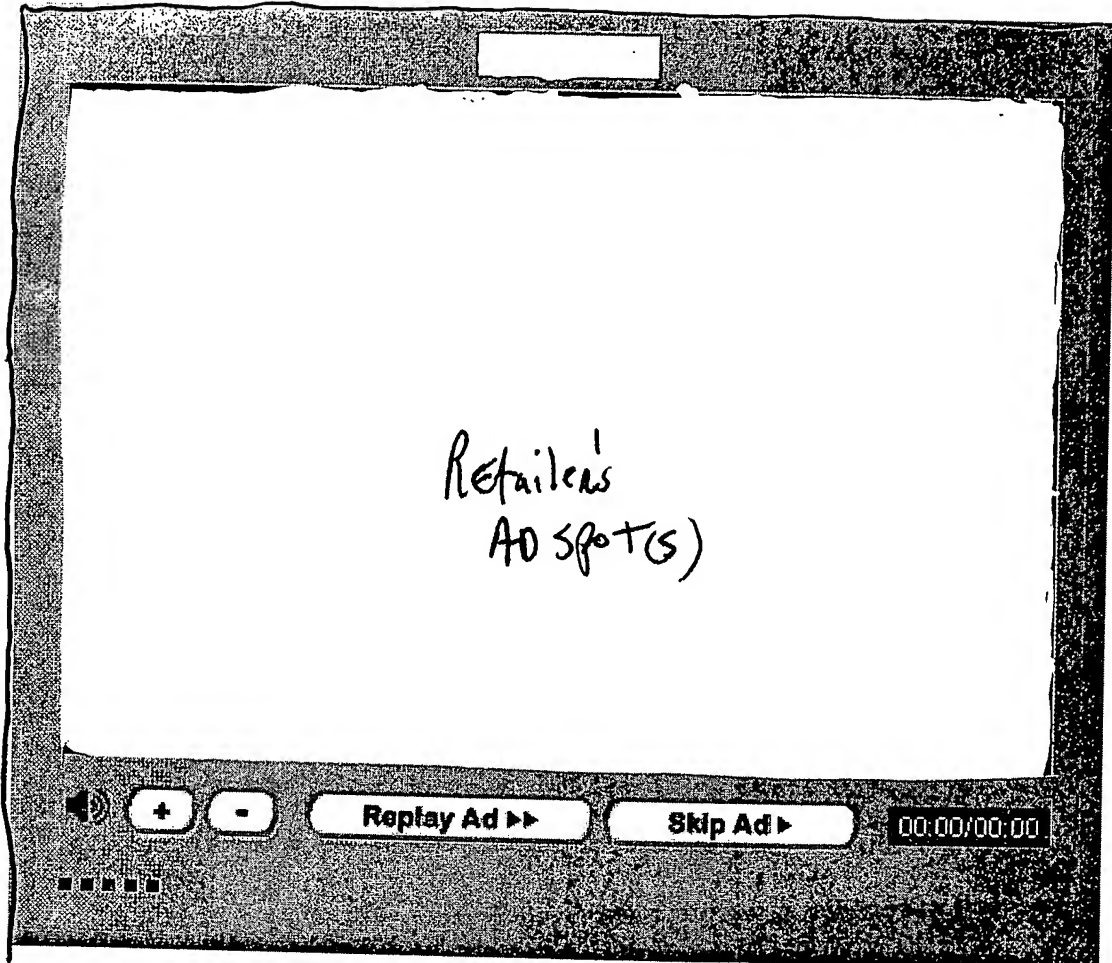


FIG. 50.P1

FIG. 49.91

759/939

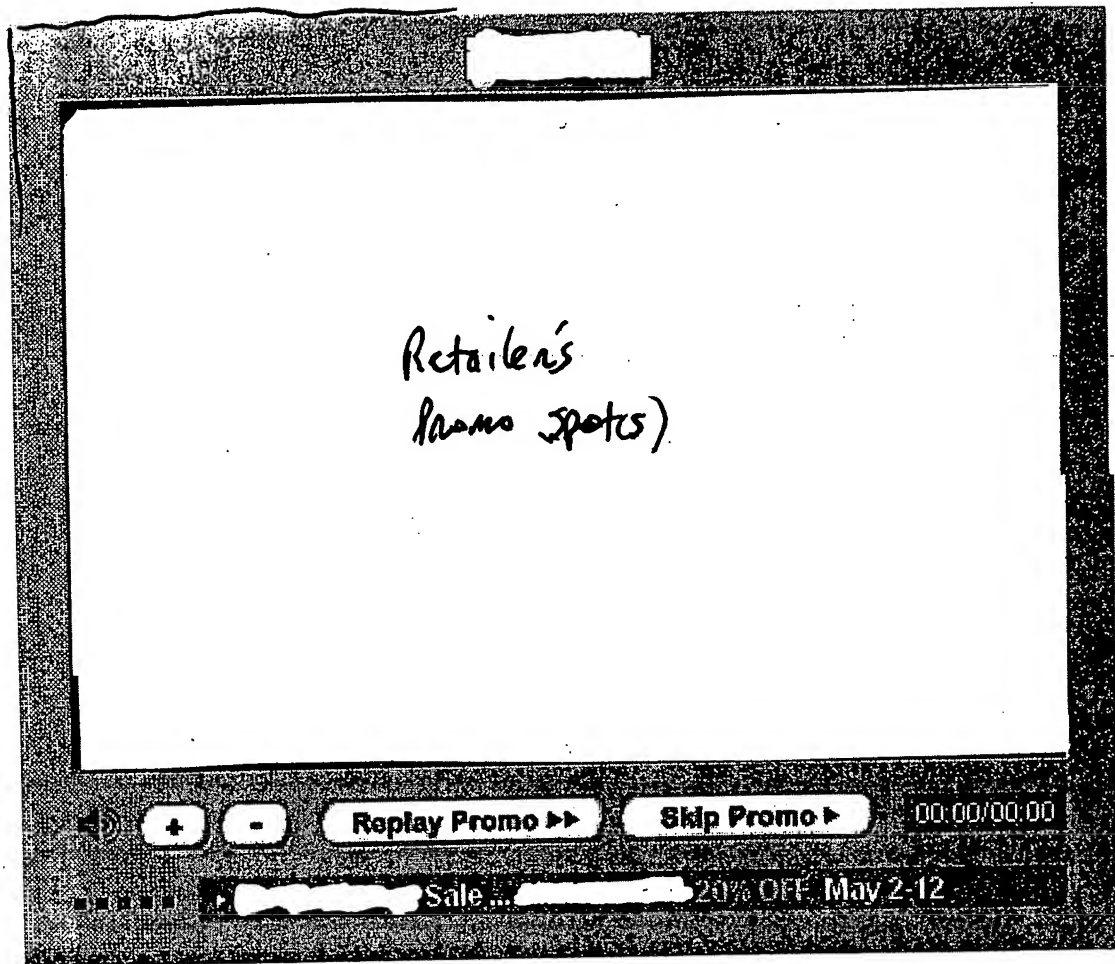


FIG. 50P2

FIG. 49G2

705/939

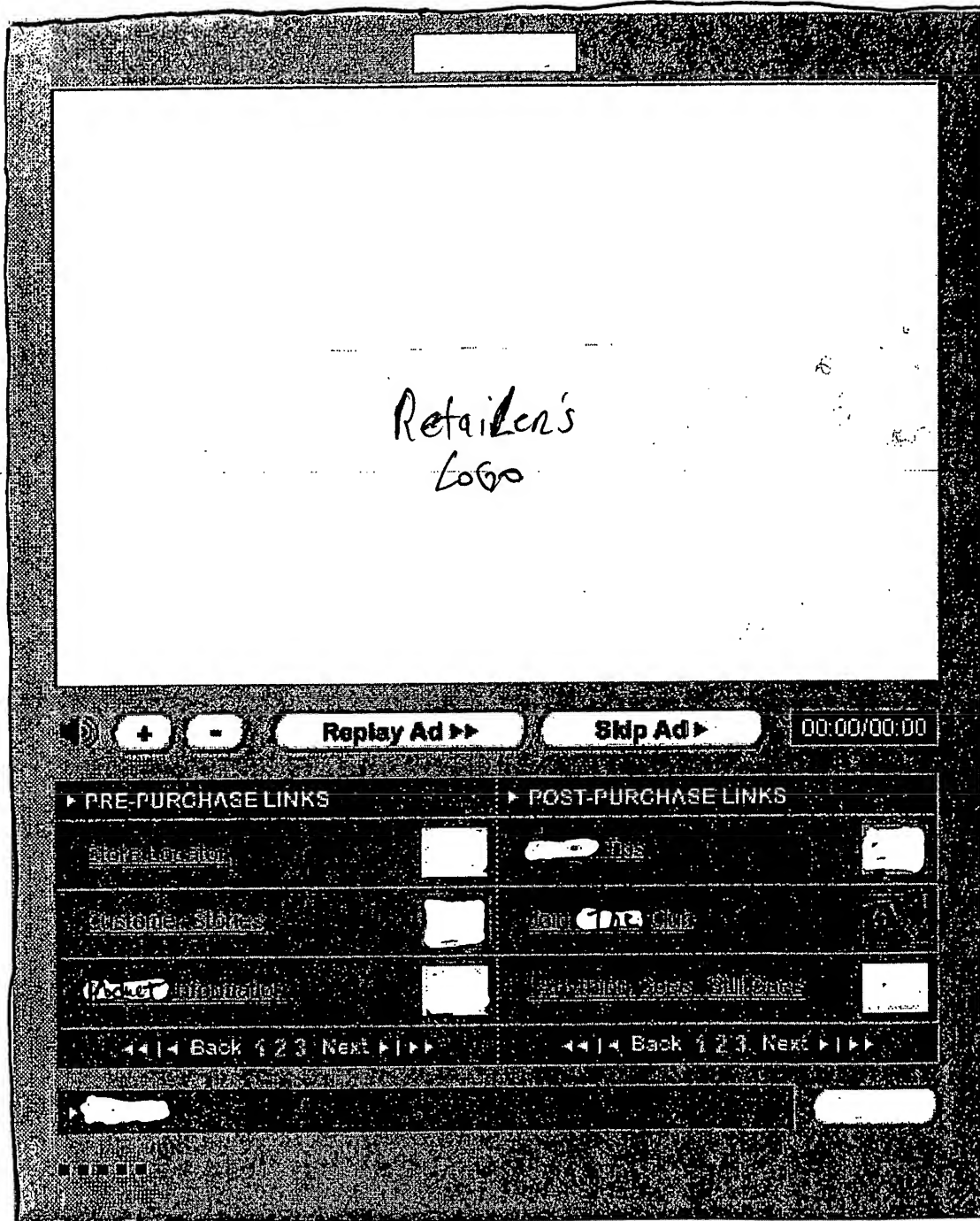


FIG. 4993  
~~FIG. 5013~~

761/939

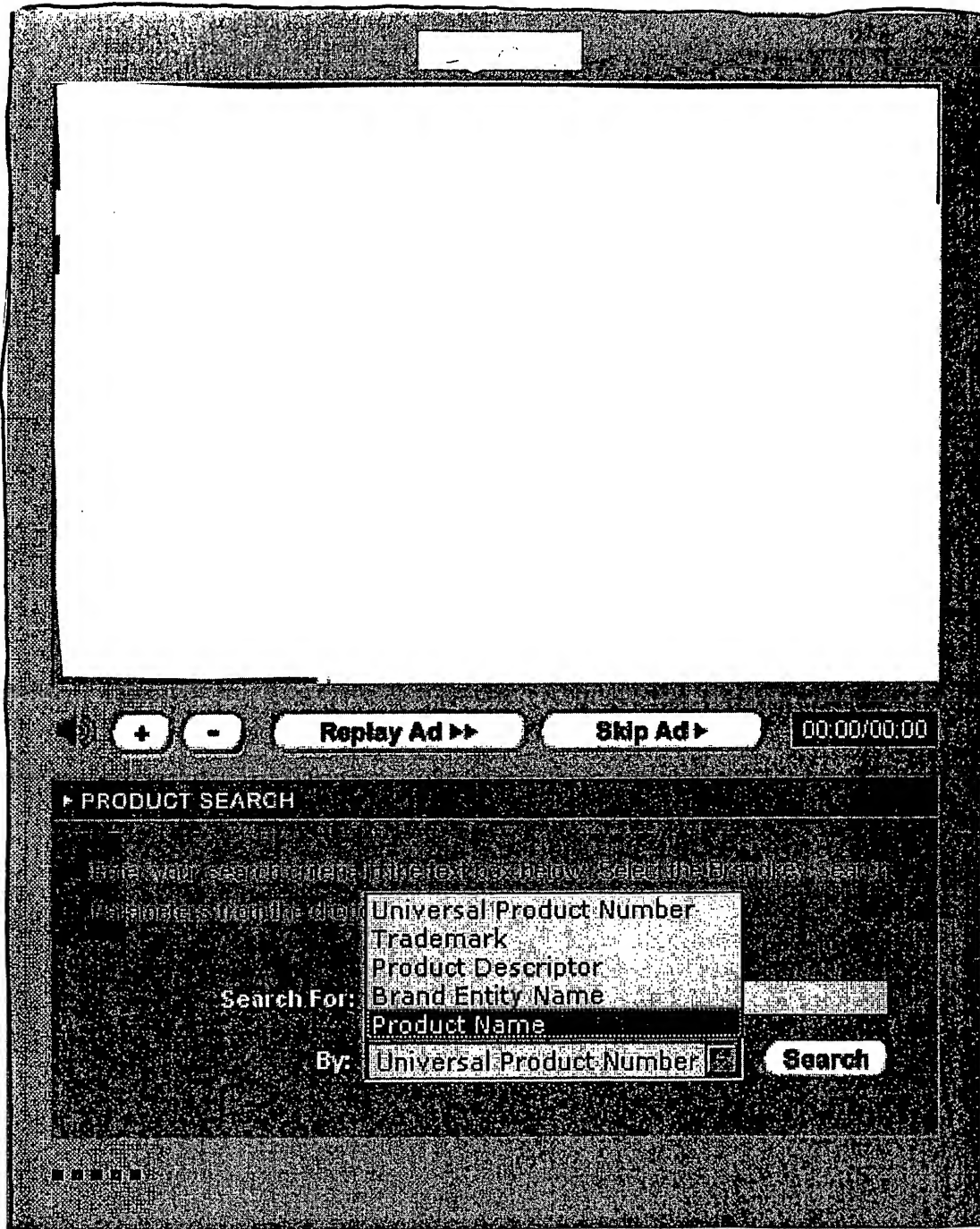


FIG. 50A FIG. 49G4

762/939

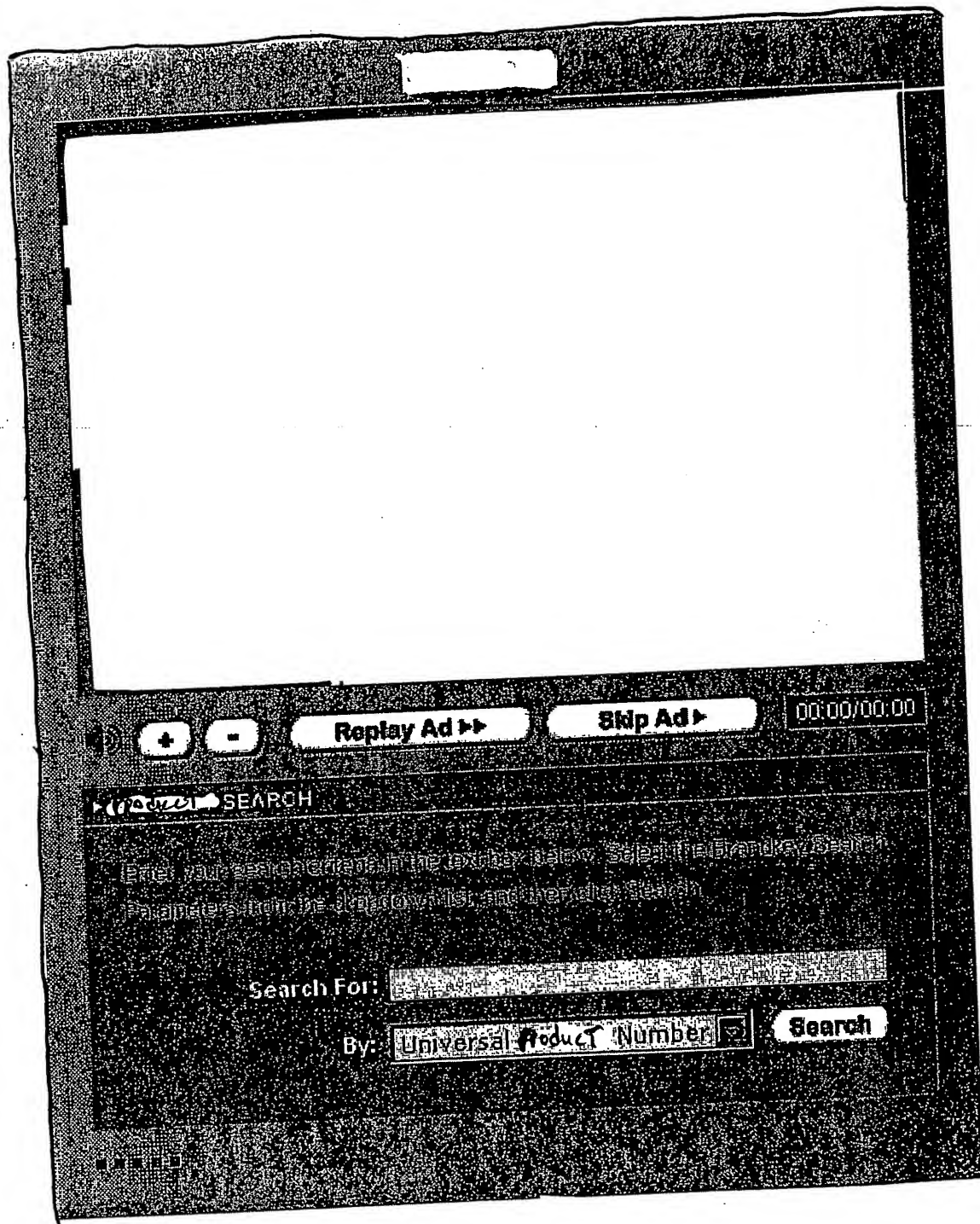


FIG. 50 P5 FIG. 49 G 5



763/939

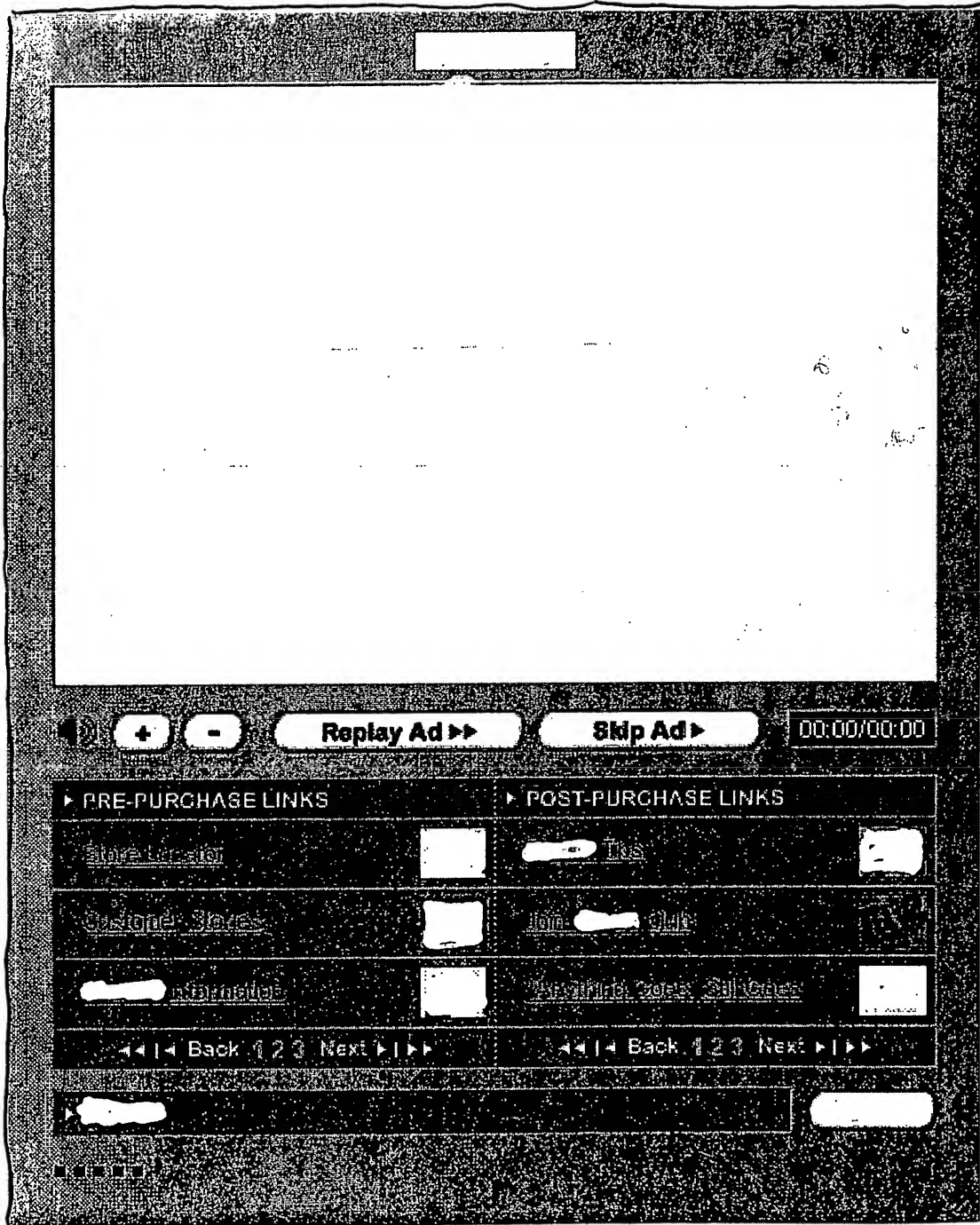


FIG. 50 Pb FIG. 49Gc



Control Panel for Installing Industry-Specific Virtual Kiosks

Install Industry-Specific Virtual Kiosks  
Select Virtual Kiosk License Agreement Install on Location Information Download Virtual Kiosk Tag

Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: **DISNEY BRAND X** Client Account No: 7145001 User Name: John Smith

The setup files for the selected Industry-Specific Virtual Kiosk(s) have been prepared. You have selected Industry-Specific Virtual Kiosk(s) that are Launchable from the following environments.

| Launch Environment         | Selected |               |
|----------------------------|----------|---------------|
| HTML-Embedded Default Logo | ✓        | Download Tags |
| HTML-Embedded Document     | X        | Download Tags |
| HTML-Encoded Image         | ✓        | Download Tags |
| HTML-Encoded Desktop Icon  | ✓        | Download Tags |

770/939

FIG. 49 H  
FIG. 50 R 6

771/939

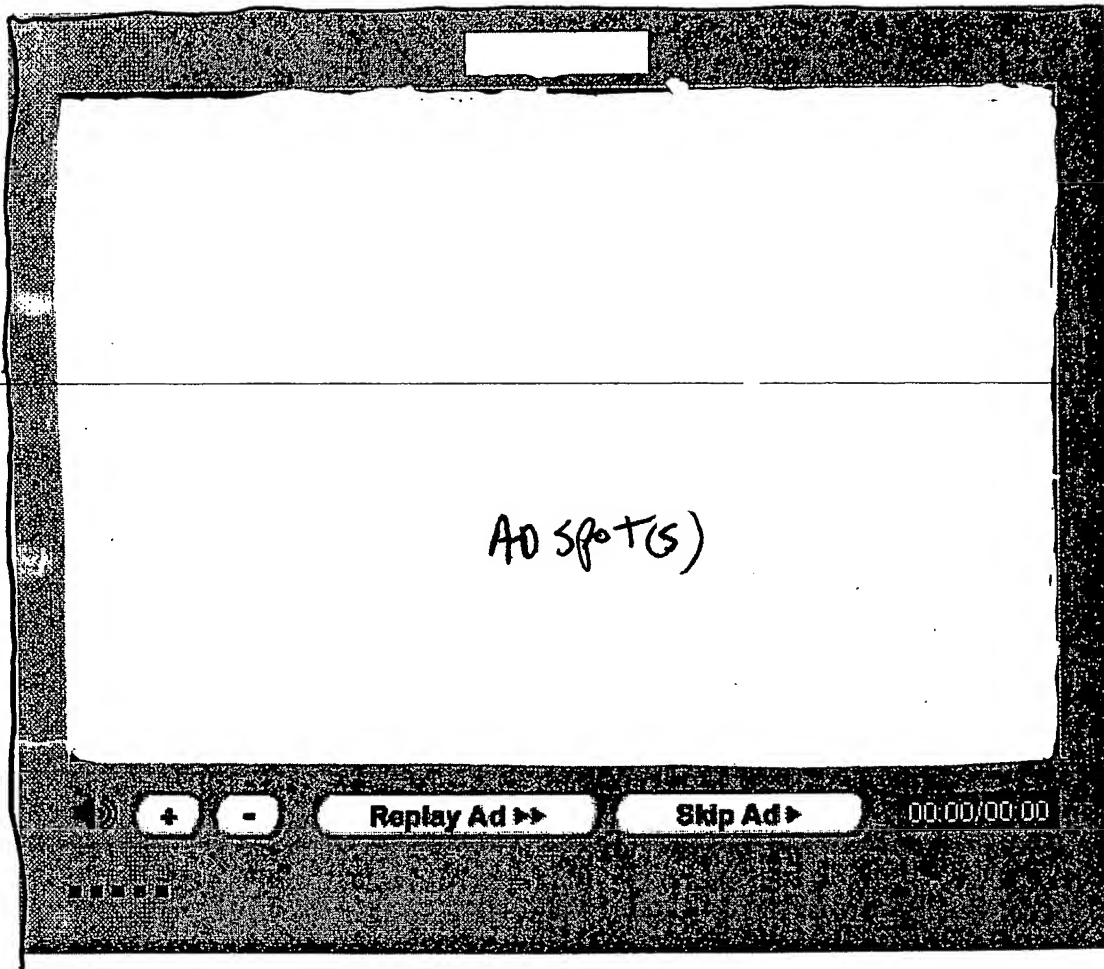


FIG. 50S1  
FIG. 49±1

772/939

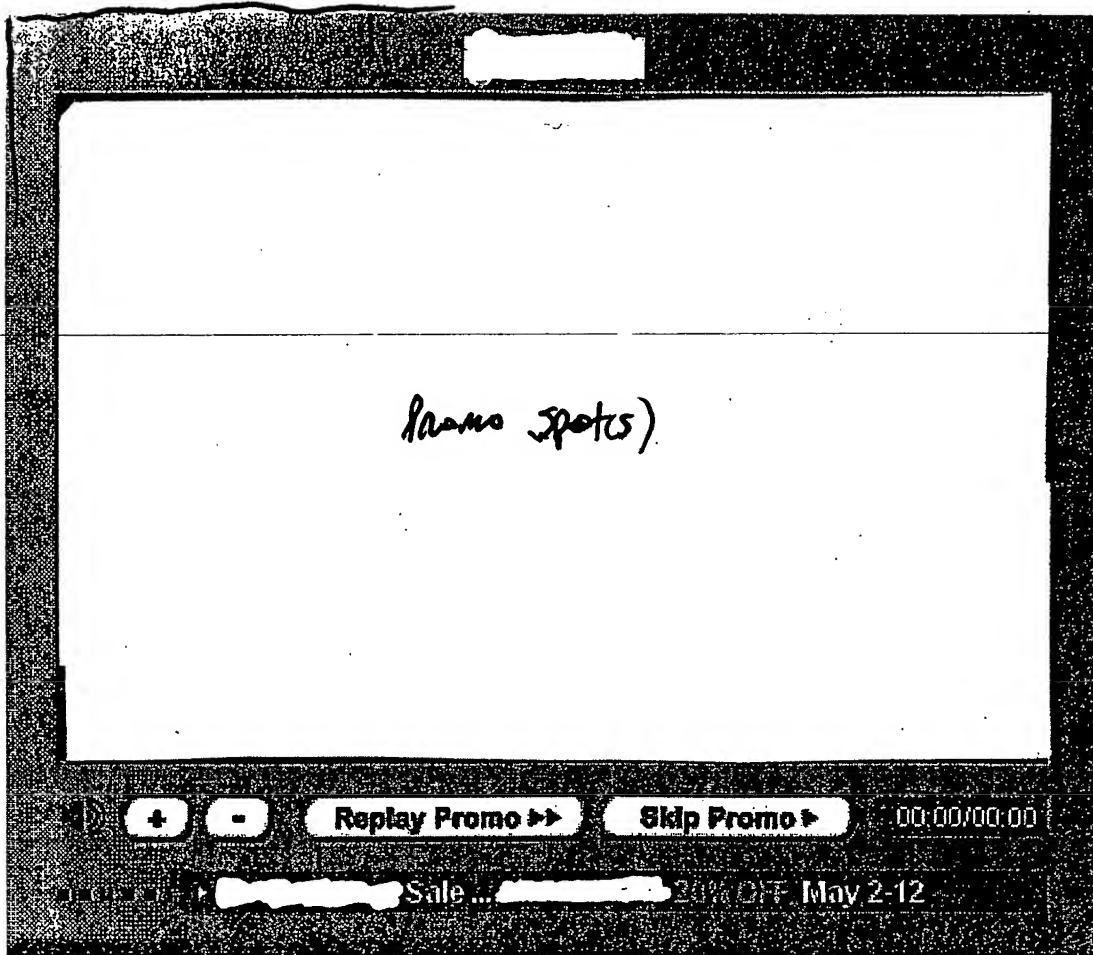


FIG. 5052

FIG. 4912

773/939

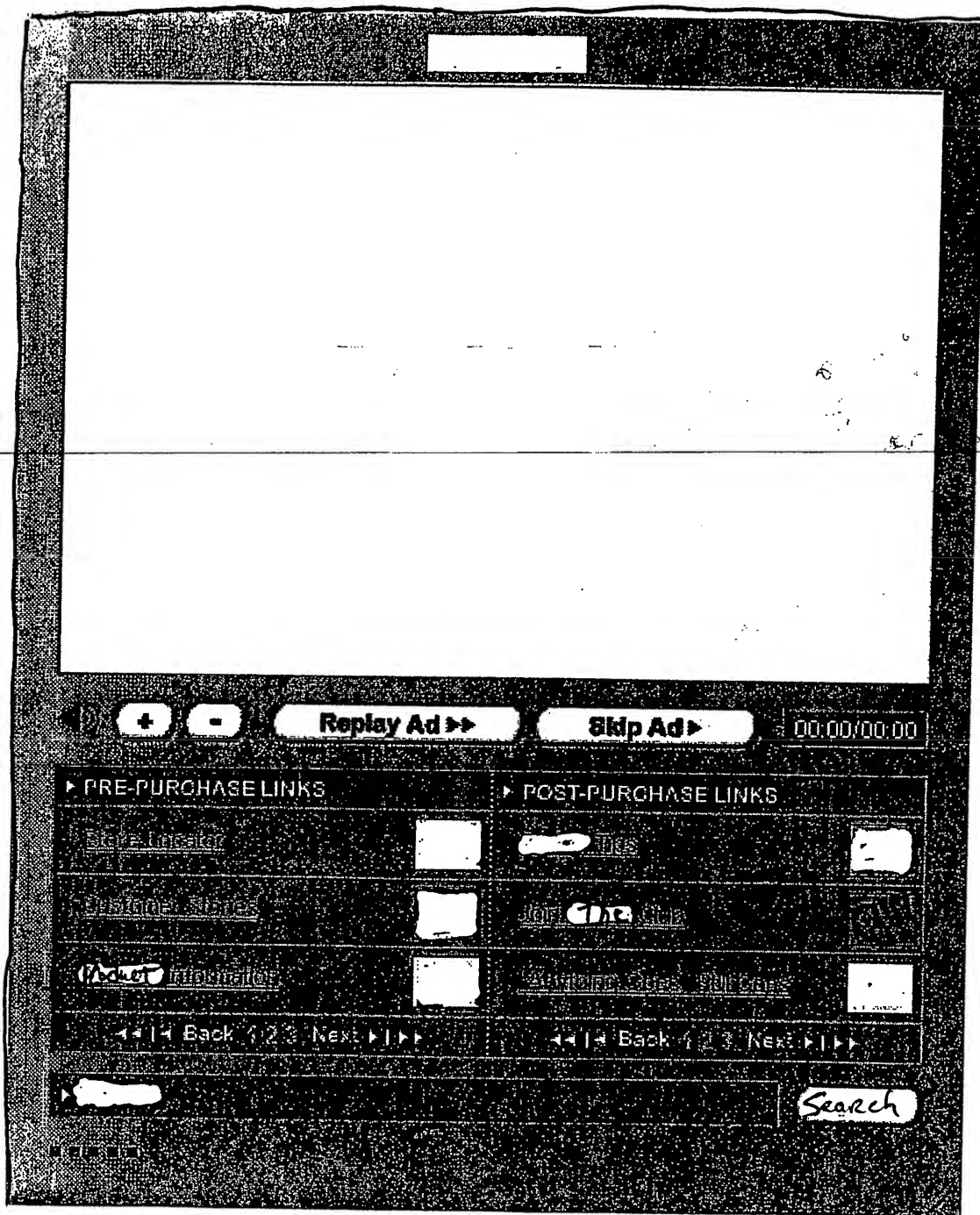


FIG. 49 I 3  
FIG. 50 53

774/939

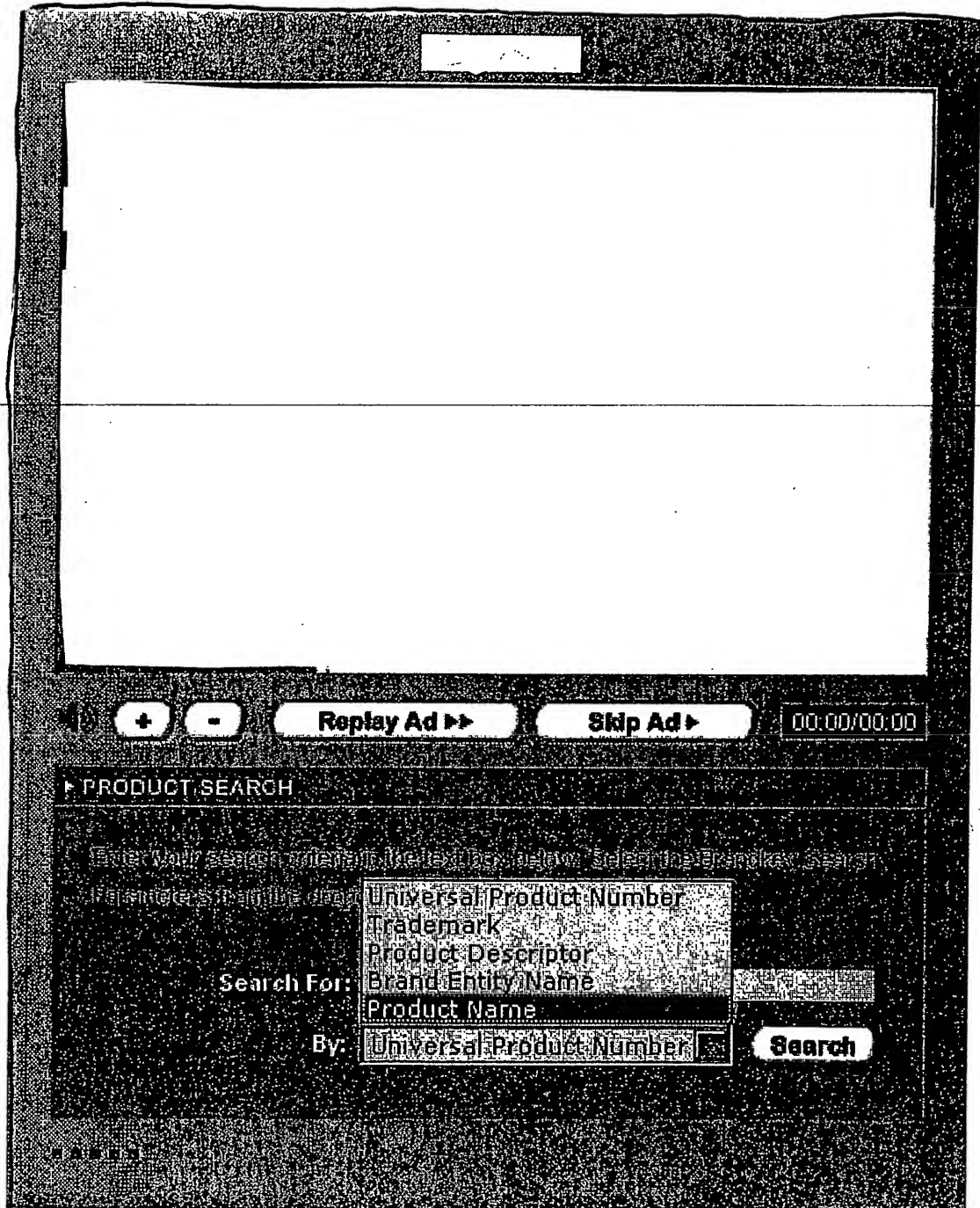


FIG. 50 54 FIG. 49I 4

775/939

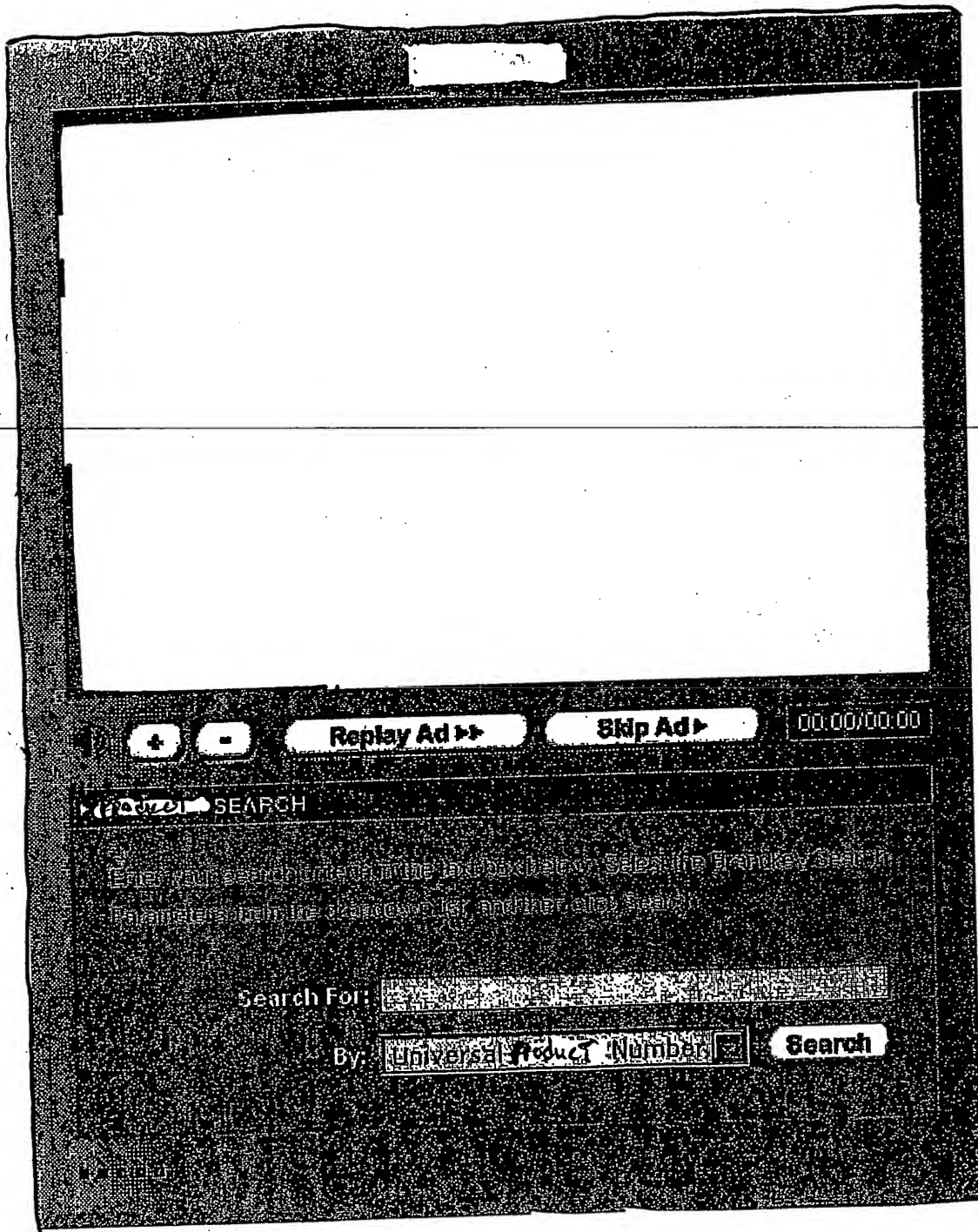


FIG. 5055 FIG. 4915



776/939

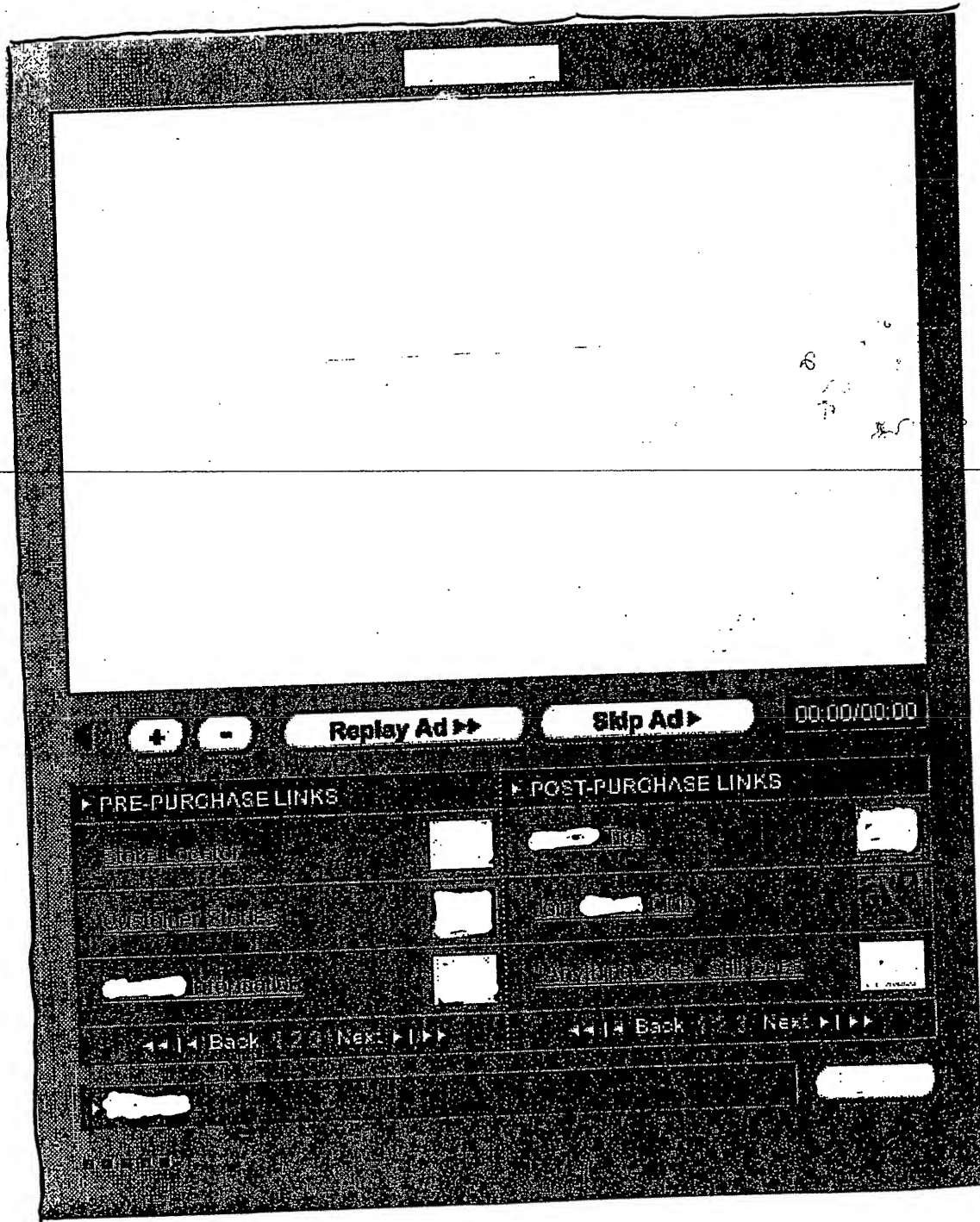


FIG. 49I6  
FIG. 5056



Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY BRAND X | Client Account No: 7145001

User Name: John Smith

Text: R.135

777/939

Fig. 49J

~~Fig. 50T~~

704/939

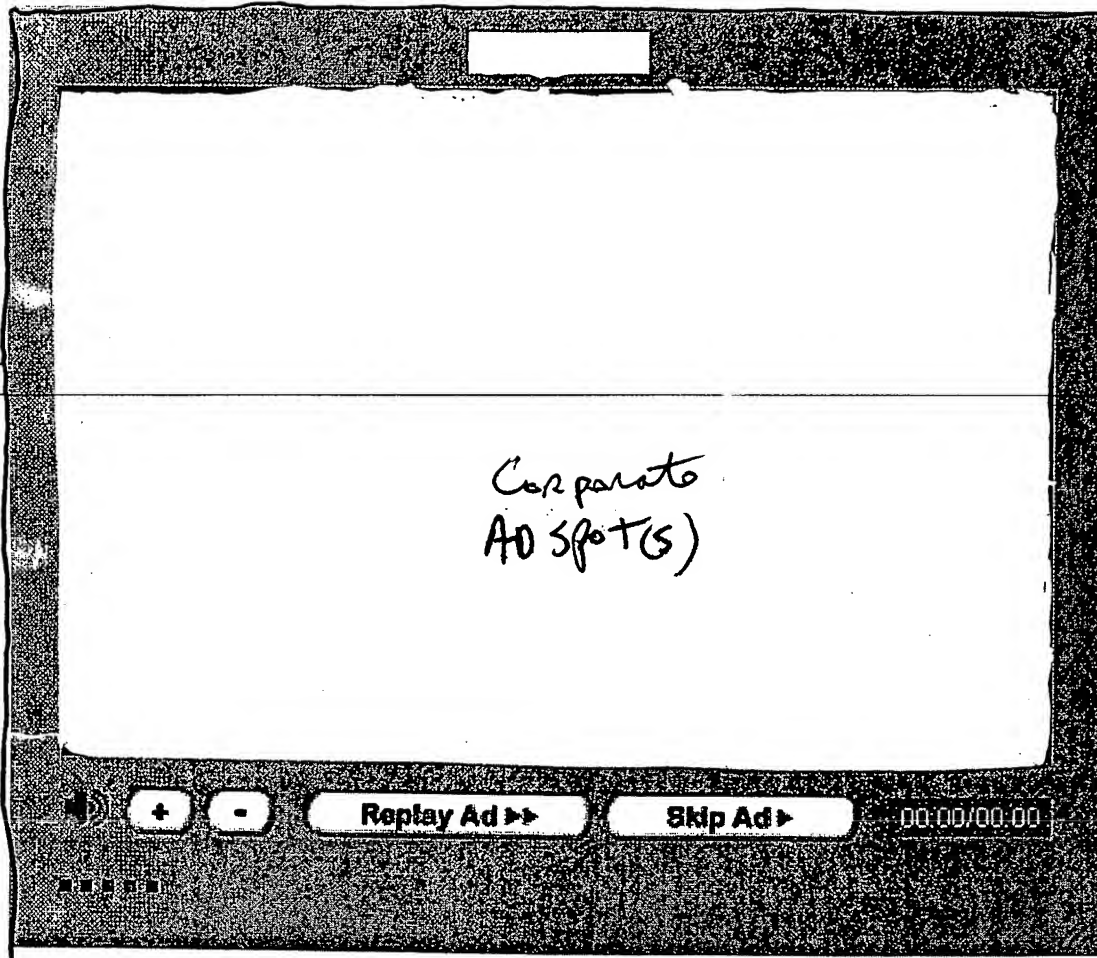


FIG. 50 VI

FIG. 49 K1

705/939

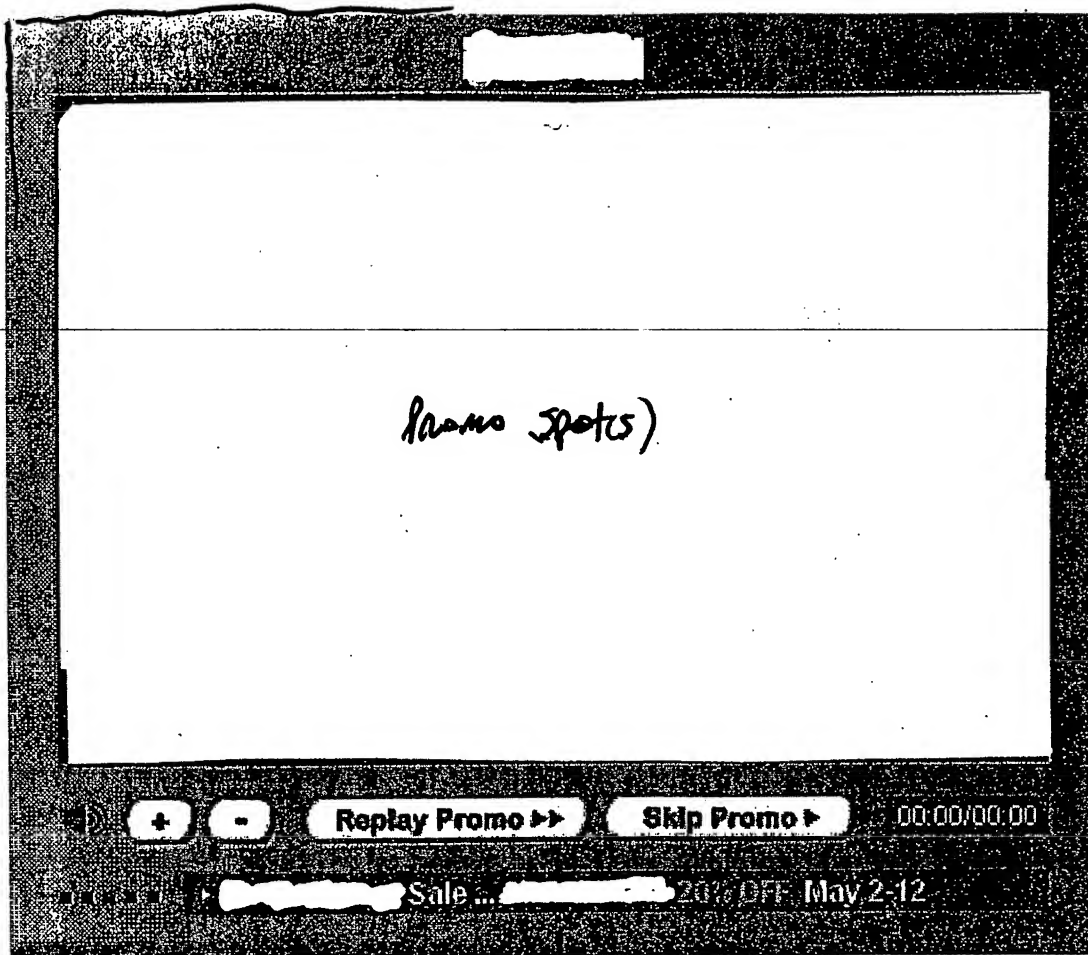


FIG. 50 V2

FIG. 49K2

706/939

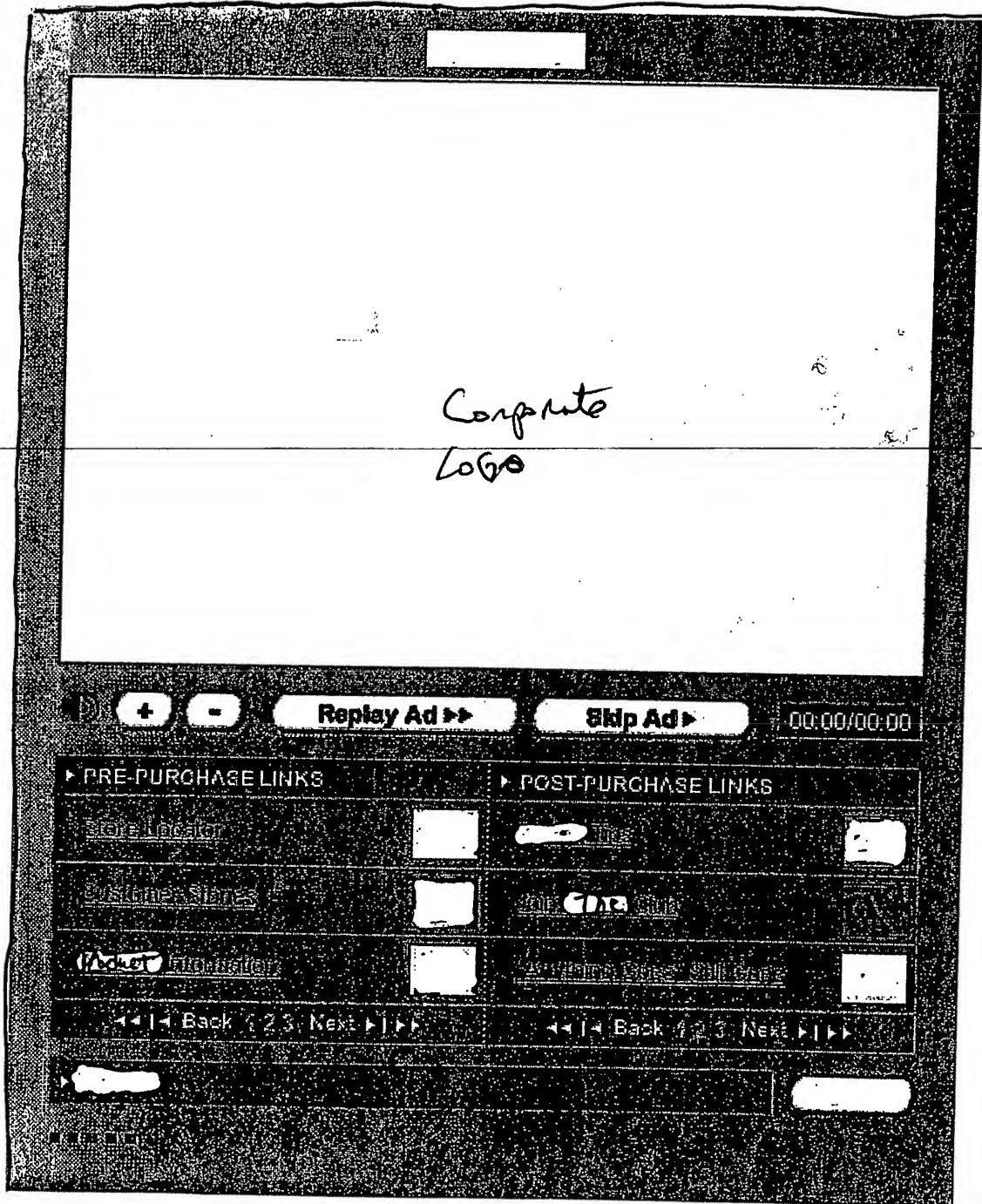


FIG. 50 V3 FIG. 49 K3

707/939

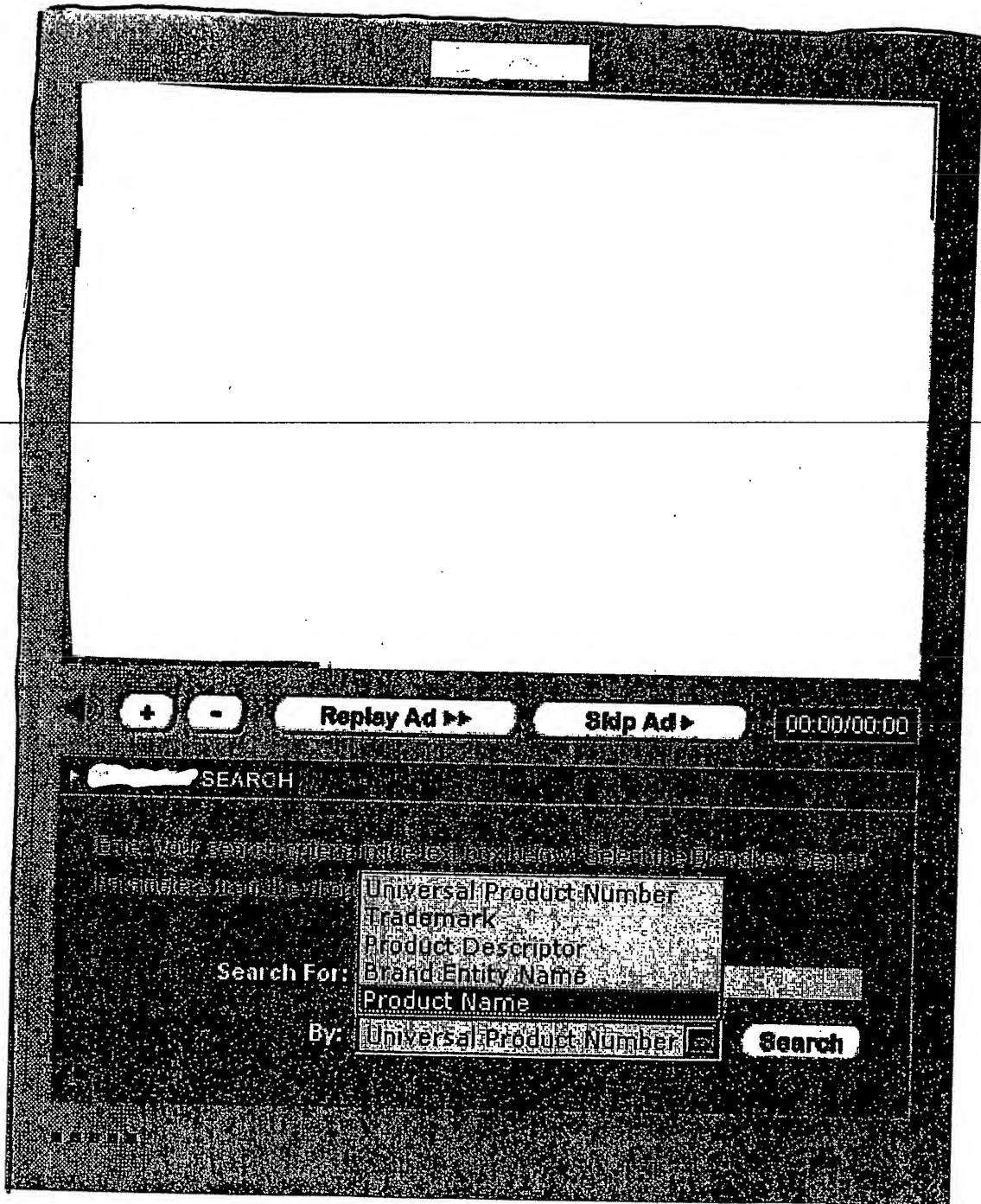


FIG. 50 V4  
FIG. 49 K4

708/939

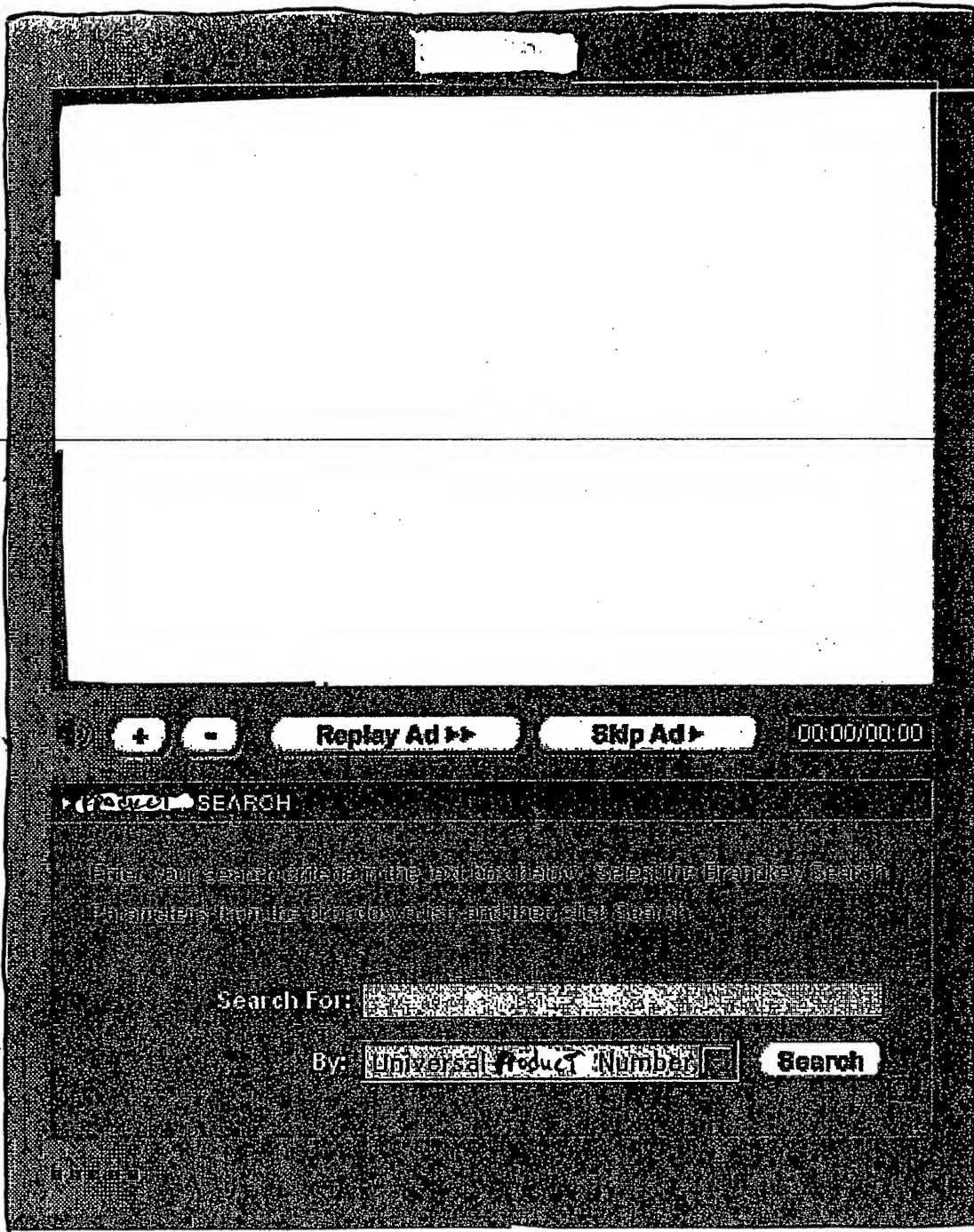


FIG. 50 V5  
FIG. 49 K5



789/939

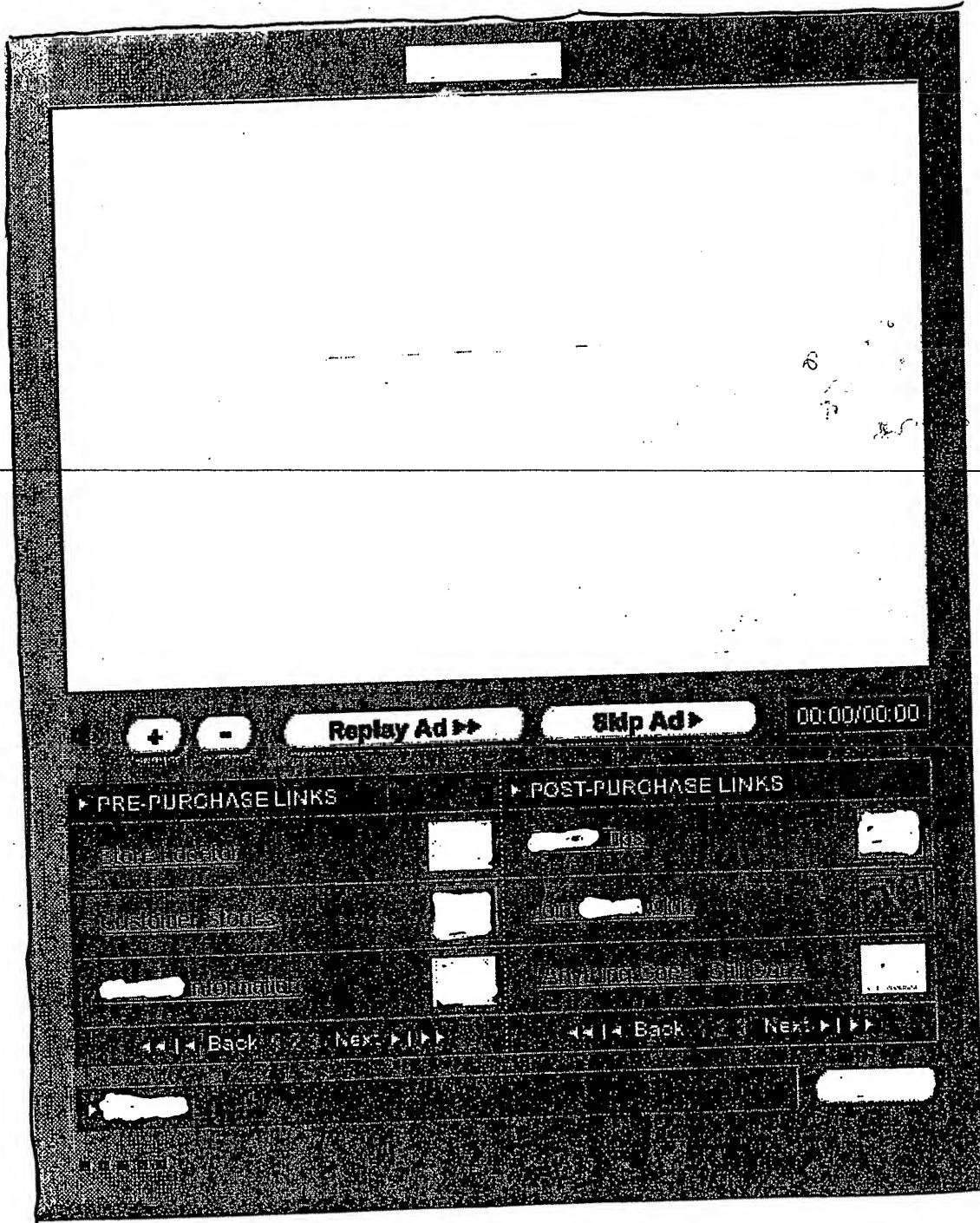


FIG 49K6  
FIG. 50 V6

**Brandkey™**  
.....advertise

Brandkey aystema < Brandkey create < Brandkey deliver < Brandkey advertise < Brandkey promote <  
Brandkey Advertise Subsystem Benefits Virtual Kiosk Advertising Campaign Management Suite

## Tutorials

► Brandkey Advertise

# Advertise


## Branded Products and Services

Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.



FIG. 51A FIG. 50A

790/939



[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Advertise Subsystem Benefits](#) | [Virtual Kiosk Advertising Campaign Management Suite](#)

- ▶ Brand Managers
- ▶ Advertising Agents
- ▶ Promotional Agents
- ▶ Full Service Agents
- ▶ Marketing Consultants
- ▶ Brand Consultants
- ▶ Trademark Attorneys

### Brandkey Advertise Subsystem Benefits - Standard Demonstration Mode

The Brandkey Advertise™ Subsystem offers brand managers and advertising agents a simple and convenient way of creating, executing and managing advertising campaigns designed to run on networks of multi-mode Virtual Kiosks deployed at Internet-based consumer touchpoints. This Brandkey™ Subsystem enables advertisers and their agents to generate Virtual Kiosk Advertising Directories specifying on which deployed Virtual Kiosks the advertiser and agents are permitted to run advertising campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

791/939

FIG. 51B1 FIG. 50B



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

Brandkey Promote Subsystem Benefits | Virtual Kiosk Promotion Campaign Management Suite

## Tutorials

Brandkey Promote

# Promote

## Branded Products and Services

Promote branded products and services by building, running and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

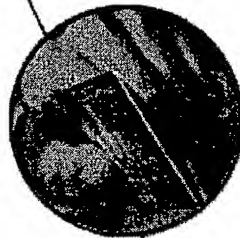
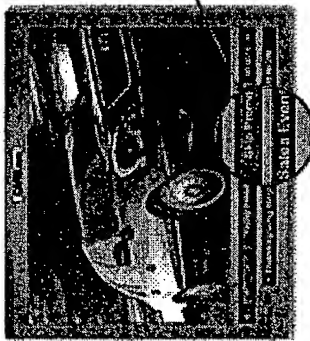
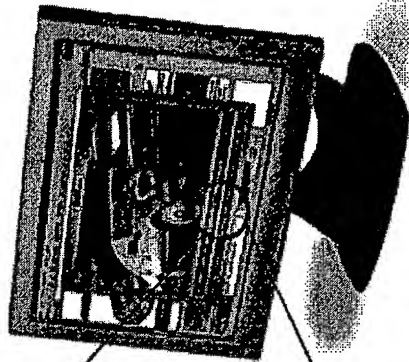


FIG. 52A FIG. 51

863/939